

## Fieldwork: 12 Jan - 8 Feb 2015

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| 1    | 13    | Q2b Number of rings before answered<br>Base: All Calls       | 7325  |
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| 1    | 16    | Q2b Number of rings before answered<br>Base: All respondents | 860   |
| 1    | 17    | Q3a-e Type of call<br>Base: All Calls                        | 7325  |
| 1    | 18    | Q3a-e Type of call<br>Base: All Calls                        | 7325  |
| 1    | 19    | Q3a-e Type of call<br>Base: All respondents                  | 860   |
| 1    | 20    | Q3a-e Type of call<br>Base: All respondents                  | 860   |
| 1    | 21    | Q3a Number of live sales calls<br>Base: All respondents      | 860   |
| 1    | 22    | Q3a Number of live sales calls<br>Base: All respondents      | 860   |
| 1    | 23    | Q3b Number of recorded sales calls<br>Base: All respondents  | 860   |
| 1    | 24    | Q3b Number of recorded sales calls<br>Base: All respondents  | 860   |
| 1    | 25    | Q3c Number of recorded messages<br>Base: All respondents     | 860   |
| 1    | 26    | Q3c Number of recorded messages<br>Base: All respondents     | 860   |
| 1    | 27    | Q3d Number of silent calls<br>Base: All respondents          | 860   |
| 1    | 28    | Q3d Number of silent calls<br>Base: All respondents          | 860   |
| 1    | 29    | Q3e12 Number of Other calls (Net)<br>Base: All respondents   | 860   |
| 1    | 30    | Q3e12 Number of Other calls (Net)<br>Base: All respondents   | 860   |



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| PAGE | TABLE | TITLE   | TOTAL |
|------|-------|---|-------|
| 1    | 31    | Q3net Number of Unwanted calls (Net)<br>Base: All respondents                                     | 860   |
| 1    | 32    | Q3net Number of Unwanted calls (Net)<br>Base: All respondents                                     | 860   |
| 1    | 33    | Q3a Number of live sales calls<br>Base: All respondents who received (live sales calls)           | 606   |
| 1    | 34    | Q3a Number of live sales calls<br>Base: All respondents who received (live sales calls)           | 606   |
| 1    | 35    | Q3b Number of recorded sales calls<br>Base: All respondents who received (recorded sales calls)   | 433   |
| 1    | 36    | Q3b Number of recorded sales calls<br>Base: All respondents who received (recorded sales calls)   | 433   |
| 1    | 37    | Q3c Number of recorded messages<br>Base: All respondents who received (recorded messages)         | 140   |
| 1    | 38    | Q3c Number of recorded messages<br>Base: All respondents who received (recorded messages)         | 140   |
| 1    | 39    | Q3d Number of silent calls<br>Base: All respondents who received (silent calls)                   | 518   |
| 1    | 40    | Q3d Number of silent calls<br>Base: All respondents who received (silent calls)                   | 518   |
| 1    | 41    | Q3e12 Number of Other calls (Net)<br>Base: All respondents who received (Other calls (Net))       | 221   |
| 1    | 42    | Q3e12 Number of Other calls (Net)<br>Base: All respondents who received (Other calls (Net))       | 221   |
| 1    | 43    | Q3net Number of Unwanted calls (Net)<br>Base: All respondents who received (Unwanted calls (Net)) | 747   |
| 1    | 44    | Q3net Number of Unwanted calls (Net)<br>Base: All respondents who received (Unwanted calls (Net)) | 747   |
| 1    | 45    | Q4 Product/service promoted<br>Base: All Calls aware of product/service                           | 3717  |



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| PAGE | TABLE | TITLE   | TOTAL |
|------|-------|---|-------|
| 1    | 46    | Q4 Product/service promoted<br>Base: All Calls aware of product/service | 3717  |
| 1    | 47    | Q5 Name of company calling<br>Base: All Calls                           | 7325  |
| 1    | 48    | Q5 Name of company calling<br>Base: All Calls                           | 7325  |
| 1    | 49    | Q5 Name of company calling<br>Base: All respondents                     | 860   |
| 1    | 50    | Q5 Name of company calling<br>Base: All respondents                     | 860   |
| 1    | 51    | Q6 Phone number of caller<br>Base: All Calls                            | 7325  |
| 1    | 52    | Q6 Phone number of caller<br>Base: All Calls                            | 7325  |
| 1    | 53    | Q8 Feeling about calls<br>Base: All calls                               | 7325  |
| 1    | 54    | Q8 Feeling about calls<br>Base: All Calls                               | 7325  |
| 1    | 55    | Q9 Other comments<br>Base: All respondents                              | 860   |
| 1    | 56    | Q9 Other comments<br>Base: All respondents                              | 860   |
| 1    | 57    | Q9 Other comments<br>Base: All Calls                                    | 7325  |
| 1    | 58    | Q9 Other comments<br>Base: All Calls                                    | 7325  |





**Table 1**  
**Q1a Day of call**  
**Base: All Calls**

| Total           | Age                       |            |                  |                 |            |                 | Grouped Age |               |            | Gender     |            | Working status |                |               |             |                      |             | Grouped working status |                 |            |
|-----------------|---------------------------|------------|------------------|-----------------|------------|-----------------|-------------|---------------|------------|------------|------------|----------------|----------------|---------------|-------------|----------------------|-------------|------------------------|-----------------|------------|
|                 | 16-24 (A)                 | 25-34 (B)  | 35-44 (C)        | 45-54 (D)       | 55-64 (E)  | 65+ (F)         | 16-34 (G)   | 35-54 (H)     | 55+ (I)    | Male (J)   | Female (K) | Full time (L)  | Part time (M)  | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |            |
| Unweighted Base | <b>7325</b>               | 304        | 682              | 977             | 1268       | 1439            | 2655        | 986           | 2245       | 4094       | 3506       | 3819           | 2034           | 888           | 795         | 107                  | 615         | 2886                   | 2922            | 4403       |
| Weighted Base   | <b>7278</b>               | 565        | 617              | 880             | 1165       | 1361            | 2690        | 1182          | 2045       | 4051       | 3750       | 3529           | 2139           | 957           | 642         | 320                  | 284         | 2937                   | 3096            | 4183       |
| Effective Base  | <b>6004</b>               | 244        | 624              | 870             | 1139       | 1159            | 2246        | 727           | 2009       | 3405       | 2785       | 3299           | 1787           | 862           | 764         | 104                  | 523         | 2448                   | 2646            | 3363       |
| Monday          | <b>1455</b><br><b>20%</b> | 83<br>15%  | 138<br>22%<br>AD | 193<br>22%<br>D | 201<br>17% | 293<br>22%<br>D | 546<br>20%  | 221<br>19%    | 394<br>19% | 839<br>21% | 755<br>20% | 700<br>20%     | 432<br>20%     | 195<br>20%    | 126<br>20%  | 50<br>16%            | 54<br>19%   | 599<br>20%             | 626<br>20%      | 828<br>20% |
| Tuesday         | <b>1459</b><br><b>20%</b> | 131<br>23% | 126<br>20%       | 169<br>19%      | 246<br>21% | 268<br>20%      | 520<br>19%  | 257<br>22%    | 415<br>20% | 788<br>19% | 767<br>20% | 692<br>20%     | 446<br>21%     | 198<br>21%    | 123<br>19%  | 79<br>25%            | 57<br>20%   | 557<br>19%             | 643<br>21%      | 816<br>20% |
| Wednesday       | <b>1392</b><br><b>19%</b> | 113<br>20% | 110<br>18%       | 151<br>17%      | 220<br>19% | 243<br>18%      | 555<br>21%  | 223<br>19%    | 371<br>18% | 798<br>20% | 725<br>19% | 666<br>19%     | 378<br>18%     | 173<br>18%    | 129<br>20%  | 61<br>19%            | 47<br>16%   | 604<br>21%             | 551<br>18%      | 841<br>20% |
| Thursday        | <b>1226</b><br><b>17%</b> | 90<br>16%  | 95<br>15%        | 136<br>15%      | 209<br>18% | 245<br>18%      | 452<br>17%  | 185<br>16%    | 345<br>17% | 696<br>17% | 609<br>16% | 617<br>17%     | 346<br>16%     | 167<br>17%    | 111<br>17%  | 50<br>16%            | 56<br>20%   | 496<br>17%             | 513<br>17%      | 713<br>17% |
| Friday          | <b>1093</b><br><b>15%</b> | 93<br>16%  | 81<br>13%        | 116<br>13%      | 190<br>16% | 204<br>15%      | 409<br>15%  | 174<br>15%    | 306<br>15% | 613<br>15% | 553<br>15% | 540<br>15%     | 303<br>14%     | 154<br>16%    | 96<br>15%   | 51<br>16%            | 46<br>16%   | 443<br>15%             | 458<br>15%      | 636<br>15% |
| Saturday        | <b>445</b><br><b>6%</b>   | 30<br>5%   | 36<br>6%         | 75<br>9%<br>F   | 73<br>6%   | 81<br>6%        | 150<br>6%   | 66<br>6%      | 148<br>7%  | 231<br>6%  | 250<br>7%  | 195<br>6%      | 159<br>7%<br>M | 45<br>5%      | 37<br>6%    | 12<br>4%             | 16<br>6%    | 176<br>6%              | 205<br>7%       | 240<br>6%  |
| Sunday          | <b>208</b><br><b>3%</b>   | 26<br>5%   | 30<br>5%<br>DEF  | 40<br>5%<br>DEF | 25<br>2%   | 28<br>2%        | 59<br>2%    | 56<br>5%<br>I | 66<br>3%   | 86<br>2%   | 90<br>2%   | 118<br>3%      | 75<br>4%<br>Q  | 25<br>3%      | 22<br>3%    | 17<br>5%             | 9<br>3%     | 61<br>2%               | 100<br>3%       | 109<br>3%  |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
Overlap formulae used.  
Prepared by GfK NOP on behalf of Ofcom



**Table 1**  
**Q1a Day of call**  
**Base: All Calls**

|                 | Total              | SEG        |            |            |            | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|-----------------|--------------------|------------|------------|------------|------------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                 |                    | AB<br>(T)  | C1<br>(U)  | C2<br>(V)  | DE<br>(W)  | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base | <b>7325</b>        | 2062       | 2162       | 1276       | 1819       | 4224        | 3095        | 1568                             | 1783         | 1505       | 2469         | 5757                    | 5099                              | 658           |
| Weighted Base   | <b>7278</b>        | 1968       | 2089       | 1267       | 1949       | 4057        | 3216        | 1644                             | 1627         | 1575       | 2432         | 5634                    | 4894                              | 741           |
| Effective Base  | <b>6004</b>        | 1829       | 1812       | 1049       | 1375       | 3637        | 2409        | 1157                             | 1543         | 1255       | 2116         | 4893                    | 4388                              | 532           |
| Monday          | <b>1455</b><br>20% | 382<br>19% | 417<br>20% | 260<br>21% | 394<br>20% | 799<br>20%  | 653<br>20%  | 377<br>23%<br>ade                | 295<br>18%   | 316<br>20% | 467<br>19%   | 1077<br>19%             | 937<br>19%                        | 140<br>19%    |
| Tuesday         | <b>1459</b><br>20% | 433<br>22% | 405<br>19% | 254<br>20% | 367<br>19% | 837<br>21%  | 621<br>19%  | 315<br>19%                       | 334<br>21%   | 326<br>21% | 484<br>20%   | 1144<br>20%             | 996<br>20%                        | 148<br>20%    |
| Wednesday       | <b>1392</b><br>19% | 364<br>19% | 412<br>20% | 266<br>21% | 349<br>18% | 776<br>19%  | 615<br>19%  | 291<br>18%                       | 307<br>19%   | 302<br>19% | 493<br>20%   | 1101<br>20%             | 932<br>19%                        | 169<br>23%    |
| Thursday        | <b>1226</b><br>17% | 300<br>15% | 359<br>17% | 207<br>16% | 360<br>18% | 660<br>16%  | 566<br>18%  | 280<br>17%                       | 298<br>18%   | 266<br>17% | 382<br>16%   | 946<br>17%              | 844<br>17%                        | 102<br>14%    |
| Friday          | <b>1093</b><br>15% | 307<br>16% | 311<br>15% | 181<br>14% | 292<br>15% | 618<br>15%  | 473<br>15%  | 240<br>15%                       | 251<br>15%   | 223<br>14% | 379<br>16%   | 854<br>15%              | 749<br>15%                        | 105<br>14%    |
| Saturday        | <b>445</b><br>6%   | 113<br>6%  | 140<br>7%  | 63<br>5%   | 130<br>7%  | 252<br>6%   | 192<br>6%   | 93<br>6%                         | 98<br>6%     | 98<br>6%   | 156<br>6%    | 352<br>6%               | 299<br>6%                         | 53<br>7%      |
| Sunday          | <b>208</b><br>3%   | 69<br>4%   | 45<br>2%   | 36<br>3%   | 58<br>3%   | 114<br>3%   | 95<br>3%    | 49<br>3%                         | 44<br>3%     | 44<br>3%   | 72<br>3%     | 160<br>3%               | 136<br>3%                         | 24<br>3%      |



**Table 2**  
**Q1a Day of call**  
**Base: All Calls**

|                 | Total       | Type of call    |                    |                            |                 |                   | No. calls before answer |            |            |
|-----------------|-------------|-----------------|--------------------|----------------------------|-----------------|-------------------|-------------------------|------------|------------|
|                 |             | Silent (A)      | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)  | Other (E)         | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)     |
| Unweighted Base | 7325        | 2346            | 261                | 1384                       | 2652            | 594               | 1687                    | 4242       | 1201       |
| Weighted Base   | 7278        | 2298            | 301                | 1416                       | 2576            | 571               | 1625                    | 4205       | 1250       |
| Effective Base  | 6004        | 1954            | 191                | 1113                       | 2206            | 486               | 1431                    | 3463       | 953        |
| Monday          | 1455<br>20% | 424<br>18%      | 66<br>22%          | 303<br>21%                 | 533<br>21%      | 105<br>18%        | 326<br>20%              | 858<br>20% | 234<br>19% |
| Tuesday         | 1459<br>20% | 471<br>20%<br>E | 75<br>25%<br>E     | 260<br>18%                 | 548<br>21%<br>E | 87<br>15%         | 317<br>20%              | 847<br>20% | 257<br>21% |
| Wednesday       | 1392<br>19% | 412<br>18%      | 48<br>16%          | 268<br>19%                 | 501<br>19%      | 142<br>25%<br>ACD | 301<br>19%              | 818<br>19% | 235<br>19% |
| Thursday        | 1226<br>17% | 398<br>17%      | 32<br>11%          | 250<br>18%                 | 414<br>16%      | 111<br>19%<br>B   | 263<br>16%              | 711<br>17% | 214<br>17% |
| Friday          | 1093<br>15% | 328<br>14%      | 52<br>17%          | 228<br>16%                 | 385<br>15%      | 74<br>13%         | 261<br>16%              | 601<br>14% | 200<br>16% |
| Saturday        | 445<br>6%   | 187<br>8%<br>CD | 18<br>6%           | 63<br>4%                   | 132<br>5%       | 42<br>7%          | 104<br>6%               | 258<br>6%  | 72<br>6%   |
| Sunday          | 208<br>3%   | 79<br>3%        | 10<br>3%           | 45<br>3%                   | 62<br>2%        | 10<br>2%          | 52<br>3%                | 112<br>3%  | 38<br>3%   |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
Prepared by GfK NOP on behalf of Ofcom





**Table 3**  
**Q1a Day of call**  
**Base: All Respondents**

| Total           | Age        |           |           |           |                 |                  | Grouped Age        |            |                 | Gender           |            | Working status |               |                |                |                      |                | Grouped working status |                 |                 |
|-----------------|------------|-----------|-----------|-----------|-----------------|------------------|--------------------|------------|-----------------|------------------|------------|----------------|---------------|----------------|----------------|----------------------|----------------|------------------------|-----------------|-----------------|
|                 | 16-24 (A)  | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E)       | 65+ (F)          | 16-34 (G)          | 35-54 (H)  | 55+ (I)         | Male (J)         | Female (K) | Full time (L)  | Part time (M) | Homemaker (N)  | Student (O)    | Temp not working (P) | Retired (Q)    | Working (R)            | Not working (S) |                 |
| Unweighted Base | 860        | 58        | 147       | 176       | 157             | 132              | 190                | 205        | 333             | 322              | 400        | 460            | 352           | 121            | 76             | 19                   | 75             | 217                    | 473             | 387             |
| Weighted Base   | 860        | 99*       | 138       | 167       | 142             | 118              | 196                | 237        | 309             | 314              | 410        | 450            | 353           | 131            | 67*            | 53**                 | 33*            | 221                    | 485             | 375             |
| Effective Base  | 831        | 54        | 179       | 198       | 154             | 126              | 176                | 194        | 351             | 300              | 373        | 461            | 391           | 133            | 83             | 22                   | 75             | 204                    | 523             | 319             |
| Monday          | 514<br>60% | 44<br>45% | 67<br>49% | 86<br>51% | 86<br>60%       | 84<br>71%<br>ABC | 147<br>75%<br>ABCD | 112<br>47% | 172<br>56%      | 231<br>73%<br>GH | 260<br>63% | 255<br>57%     | 190<br>54%    | 78<br>60%      | 39<br>59%      | 22<br>41%            | 20<br>59%      | 165<br>74%<br>LMN      | 269<br>55%      | 246<br>65%<br>R |
| Tuesday         | 512<br>60% | 59<br>60% | 62<br>45% | 75<br>45% | 86<br>61%<br>BC | 83<br>71%<br>BC  | 146<br>74%<br>BCD  | 122<br>51% | 161<br>52%      | 229<br>73%<br>GH | 255<br>62% | 257<br>57%     | 179<br>51%    | 73<br>56%      | 42<br>62%      | 38<br>71%            | 19<br>56%      | 161<br>73%<br>LMP      | 252<br>52%      | 260<br>69%<br>R |
| Wednesday       | 508<br>59% | 52<br>53% | 61<br>45% | 75<br>45% | 91<br>64%<br>BC | 81<br>69%<br>BC  | 147<br>75%<br>ABC  | 113<br>48% | 166<br>54%      | 228<br>73%<br>GH | 251<br>61% | 256<br>57%     | 180<br>51%    | 77<br>58%      | 37<br>55%      | 29<br>55%            | 20<br>61%      | 165<br>75%<br>LMN      | 256<br>53%      | 251<br>67%<br>R |
| Thursday        | 471<br>55% | 46<br>47% | 47<br>35% | 78<br>46% | 84<br>59%<br>B  | 73<br>62%<br>BC  | 142<br>73%<br>ABC  | 94<br>40%  | 162<br>52%<br>G | 215<br>69%<br>GH | 223<br>54% | 248<br>55%     | 153<br>43%    | 76<br>58%<br>L | 40<br>59%<br>L | 22<br>42%            | 22<br>67%<br>L | 158<br>71%<br>LM       | 229<br>47%      | 242<br>65%<br>R |
| Friday          | 443<br>52% | 47<br>48% | 48<br>35% | 58<br>35% | 80<br>56%<br>BC | 74<br>63%<br>BC  | 136<br>69%<br>ABC  | 95<br>40%  | 138<br>45%      | 210<br>67%<br>GH | 221<br>54% | 223<br>49%     | 146<br>41%    | 70<br>53%      | 34<br>50%      | 23<br>43%            | 19<br>56%      | 152<br>69%<br>LMN      | 216<br>45%      | 227<br>60%<br>R |
| Saturday        | 258<br>30% | 18<br>18% | 27<br>20% | 48<br>29% | 44<br>31%       | 40<br>34%<br>B   | 81<br>41%<br>AB    | 45<br>19%  | 92<br>30%<br>G  | 121<br>39%<br>G  | 127<br>31% | 131<br>29%     | 96<br>27%     | 29<br>22%      | 23<br>34%      | 9<br>17%             | 9<br>28%       | 92<br>41%<br>LM        | 125<br>26%      | 133<br>35%<br>R |
| Sunday          | 157<br>18% | 21<br>21% | 22<br>16% | 30<br>18% | 22<br>16%       | 21<br>18%        | 41<br>21%          | 43<br>18%  | 52<br>17%       | 62<br>20%        | 70<br>17%  | 87<br>19%      | 62<br>18%     | 18<br>14%      | 16<br>24%      | 14<br>26%            | 5<br>15%       | 42<br>19%              | 80<br>17%       | 77<br>20%       |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



**Table 3**  
**Q1a Day of call**  
**Base: All Respondents**

|                 | Total                    | SEG        |            |           |                  | Grouped SEG |                 | Region                           |              |            |              |                         |                                   |               |
|-----------------|--------------------------|------------|------------|-----------|------------------|-------------|-----------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                 |                          | AB<br>(T)  | C1<br>(U)  | C2<br>(V) | DE<br>(W)        | ABC1<br>(X) | C2DE<br>(Y)     | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base | <b>860</b>               | 245        | 260        | 158       | 196              | 505         | 354             | 143                              | 213          | 201        | 303          | 717                     | 626                               | 91            |
| Weighted Base   | <b>860</b>               | 246        | 258        | 156       | 199              | 504         | 355             | 146                              | 196          | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base  | <b>831</b>               | 247        | 264        | 164       | 162              | 511         | 321             | 129                              | 195          | 196        | 313          | 703                     | 605                               | 98            |
| Monday          | <b>514</b><br><b>60%</b> | 141<br>57% | 156<br>61% | 95<br>61% | 121<br>61%       | 297<br>59%  | 216<br>61%      | 96<br>66%                        | 127<br>64%   | 124<br>58% | 168<br>55%   | 418<br>59%              | 366<br>60%                        | 52<br>50%     |
| Tuesday         | <b>512</b><br><b>60%</b> | 149<br>60% | 149<br>58% | 88<br>56% | 126<br>63%       | 297<br>59%  | 214<br>60%      | 95<br>65%                        | 124<br>63%   | 122<br>58% | 171<br>56%   | 417<br>58%              | 362<br>59%                        | 55<br>54%     |
| Wednesday       | <b>508</b><br><b>59%</b> | 135<br>55% | 148<br>57% | 96<br>62% | 128<br>64%       | 283<br>56%  | 224<br>63%      | 91<br>62%                        | 116<br>59%   | 128<br>60% | 172<br>56%   | 416<br>58%              | 361<br>59%                        | 55<br>53%     |
| Thursday        | <b>471</b><br><b>55%</b> | 126<br>51% | 125<br>48% | 88<br>56% | 132<br>66%<br>TU | 251<br>50%  | 220<br>62%<br>X | 87<br>60%                        | 112<br>57%   | 110<br>52% | 162<br>53%   | 384<br>54%              | 333<br>55%                        | 50<br>49%     |
| Friday          | <b>443</b><br><b>52%</b> | 129<br>52% | 112<br>44% | 80<br>51% | 121<br>61%<br>U  | 241<br>48%  | 201<br>57%      | 77<br>53%                        | 98<br>50%    | 111<br>52% | 158<br>52%   | 366<br>51%              | 313<br>51%                        | 53<br>52%     |
| Saturday        | <b>258</b><br><b>30%</b> | 67<br>27%  | 78<br>30%  | 39<br>25% | 73<br>37%        | 146<br>29%  | 112<br>32%      | 43<br>30%                        | 61<br>31%    | 62<br>29%  | 91<br>30%    | 215<br>30%              | 187<br>31%                        | 27<br>27%     |
| Sunday          | <b>157</b><br><b>18%</b> | 54<br>22%  | 36<br>14%  | 26<br>17% | 41<br>21%        | 90<br>18%   | 67<br>19%       | 37<br>25%<br>b                   | 39<br>20%    | 26<br>13%  | 55<br>18%    | 120<br>17%              | 102<br>17%                        | 19<br>18%     |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 4**  
**Q1a Day of call**  
**Base: All Respondents**

|                 | Total      | Type of call    |                    |                            |                |                   | No. calls before answer |            |                 |
|-----------------|------------|-----------------|--------------------|----------------------------|----------------|-------------------|-------------------------|------------|-----------------|
|                 |            | Silent (A)      | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)         | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)          |
| Unweighted Base | 860        | 518             | 140                | 433                        | 606            | 221               | 413                     | 681        | 324             |
| Weighted Base   | 860        | 519             | 150                | 443                        | 602            | 217               | 411                     | 679        | 326             |
| Effective Base  | 831        | 422             | 109                | 354                        | 502            | 185               | 335                     | 560        | 260             |
| Monday          | 514<br>60% | 397<br>77%      | 124<br>83%         | 352<br>79%<br>D            | 442<br>73%     | 183<br>84%<br>AD  | 324<br>79%<br>G         | 482<br>71% | 250<br>77%<br>G |
| Tuesday         | 512<br>60% | 403<br>78%<br>D | 122<br>81%         | 345<br>78%                 | 443<br>74%     | 179<br>82%<br>D   | 322<br>78%<br>G         | 478<br>70% | 251<br>77%<br>G |
| Wednesday       | 508<br>59% | 399<br>77%<br>D | 122<br>81%         | 356<br>80%<br>D            | 440<br>73%     | 189<br>87%<br>AD  | 323<br>79%<br>G         | 478<br>70% | 264<br>81%<br>G |
| Thursday        | 471<br>55% | 364<br>70%      | 113<br>76%         | 335<br>76%<br>AD           | 413<br>69%     | 173<br>79%<br>AD  | 295<br>72%<br>G         | 445<br>65% | 238<br>73%<br>G |
| Friday          | 443<br>52% | 355<br>68%<br>D | 114<br>76%<br>D    | 322<br>73%<br>D            | 394<br>65%     | 159<br>73%<br>D   | 280<br>68%<br>G         | 419<br>62% | 237<br>73%<br>G |
| Saturday        | 258<br>30% | 214<br>41%      | 64<br>43%          | 177<br>40%                 | 226<br>37%     | 109<br>50%<br>ACD | 175<br>43%<br>G         | 248<br>36% | 140<br>43%<br>G |
| Sunday          | 157<br>18% | 130<br>25%      | 45<br>30%          | 119<br>27%                 | 138<br>23%     | 58<br>27%         | 106<br>26%              | 146<br>22% | 82<br>25%       |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
Prepared by GfK NOP on behalf of Ofcom



**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

| Total           | Age              |           |               |           |           |          | Grouped Age |           |           | Gender    |            | Working status |               |               |             |                      |             | Grouped working status |                 |           |
|-----------------|------------------|-----------|---------------|-----------|-----------|----------|-------------|-----------|-----------|-----------|------------|----------------|---------------|---------------|-------------|----------------------|-------------|------------------------|-----------------|-----------|
|                 | 16-24 (A)        | 25-34 (B) | 35-44 (C)     | 45-54 (D) | 55-64 (E) | 65+ (F)  | 16-34 (G)   | 35-54 (H) | 55+ (I)   | Male (J)  | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |           |
| Unweighted Base | <b>7325</b>      | 304       | 682           | 977       | 1268      | 1439     | 2655        | 986       | 2245      | 4094      | 3506       | 3819           | 2034          | 988           | 795         | 107                  | 615         | 2886                   | 2922            | 4403      |
| Weighted Base   | <b>7278</b>      | 565       | 617           | 880       | 1165      | 1361     | 2690        | 1182      | 2045      | 4051      | 3750       | 3529           | 2139          | 957           | 642         | 320                  | 284         | 2937                   | 3096            | 4183      |
| Effective Base  | <b>6004</b>      | 244       | 624           | 870       | 1139      | 1159     | 2246        | 727       | 2009      | 3405      | 2785       | 3299           | 1787          | 862           | 764         | 104                  | 523         | 2448                   | 2646            | 3363      |
| 12-Jan          | <b>485</b><br>7% | 30<br>5%  | 57<br>9%<br>D | 67<br>8%  | 58<br>5%  | 90<br>7% | 183<br>7%   | 87<br>7%  | 125<br>6% | 273<br>7% | 224<br>6%  | 261<br>7%      | 130<br>6%     | 67<br>7%      | 51<br>8%    | 20<br>6%             | 19<br>7%    | 197<br>7%              | 198<br>6%       | 287<br>7% |
| 13-Jan          | <b>404</b><br>6% | 34<br>6%  | 34<br>5%      | 45<br>5%  | 75<br>6%  | 73<br>5% | 143<br>5%   | 68<br>6%  | 120<br>6% | 215<br>5% | 220<br>6%  | 184<br>5%      | 125<br>6%     | 59<br>6%      | 24<br>4%    | 25<br>8%             | 15<br>5%    | 157<br>5%              | 183<br>6%       | 220<br>5% |
| 14-Jan          | <b>391</b><br>5% | 31<br>5%  | 26<br>4%      | 43<br>5%  | 69<br>6%  | 83<br>6% | 140<br>5%   | 56<br>5%  | 112<br>5% | 223<br>6% | 206<br>5%  | 186<br>5%      | 116<br>5%     | 48<br>5%      | 29<br>5%    | 16<br>5%             | 15<br>5%    | 167<br>6%              | 164<br>5%       | 227<br>5% |
| 15-Jan          | <b>370</b><br>5% | 46<br>8%  | 33<br>5%      | 44<br>5%  | 55<br>5%  | 59<br>4% | 133<br>5%   | 79<br>7%  | 99<br>5%  | 192<br>5% | 202<br>5%  | 169<br>5%      | 106<br>5%     | 50<br>5%      | 30<br>5%    | 28<br>9%             | 15<br>5%    | 141<br>5%              | 156<br>5%       | 214<br>5% |
| 16-Jan          | <b>329</b><br>5% | 38<br>7%  | 21<br>3%      | 36<br>4%  | 58<br>5%  | 59<br>4% | 117<br>4%   | 59<br>5%  | 94<br>5%  | 176<br>4% | 166<br>4%  | 163<br>5%      | 90<br>4%      | 47<br>5%      | 30<br>5%    | 24<br>7%             | 13<br>5%    | 125<br>4%              | 137<br>4%       | 191<br>5% |
| 17-Jan          | <b>130</b><br>2% | 9<br>2%   | 13<br>2%      | 22<br>2%  | 17<br>1%  | 23<br>2% | 46<br>2%    | 21<br>2%  | 39<br>2%  | 70<br>2%  | 71<br>2%   | 59<br>2%       | 46<br>2%      | 18<br>2%      | 8<br>1%     | 3<br>1%              | 3<br>1%     | 51<br>2%               | 64<br>2%        | 66<br>2%  |
| 18-Jan          | <b>57</b><br>1%  | 6<br>1%   | 7<br>1%       | 14<br>2%  | 7<br>1%   | 7<br>1%  | 17<br>1%    | 13<br>1%  | 20<br>1%  | 24<br>1%  | 22<br>1%   | 36<br>1%       | 23<br>1%      | 7<br>1%       | 6<br>1%     | 6<br>2%              | -           | 15<br>1%               | 29<br>1%        | 28<br>1%  |
| 19-Jan          | <b>315</b><br>4% | 17<br>3%  | 27<br>4%      | 43<br>5%  | 48<br>4%  | 71<br>5% | 109<br>4%   | 44<br>4%  | 91<br>4%  | 180<br>4% | 165<br>4%  | 150<br>4%      | 107<br>5%     | 42<br>4%      | 21<br>3%    | 9<br>3%              | 14<br>5%    | 122<br>4%              | 149<br>5%       | 166<br>4% |
| 20-Jan          | <b>353</b><br>5% | 25<br>5%  | 29<br>5%      | 44<br>5%  | 66<br>6%  | 65<br>5% | 124<br>5%   | 54<br>5%  | 109<br>5% | 189<br>5% | 193<br>5%  | 160<br>5%      | 103<br>5%     | 59<br>6%      | 28<br>4%    | 11<br>3%             | 14<br>5%    | 137<br>5%              | 162<br>5%       | 190<br>5% |
| 21-Jan          | <b>325</b><br>4% | 26<br>5%  | 25<br>4%      | 40<br>5%  | 46<br>4%  | 61<br>4% | 127<br>5%   | 51<br>4%  | 87<br>4%  | 187<br>5% | 163<br>4%  | 162<br>5%      | 88<br>4%      | 34<br>4%      | 39<br>6%    | 20<br>6%             | 9<br>3%     | 135<br>5%              | 121<br>4%       | 203<br>5% |
| 22-Jan          | <b>292</b><br>4% | 19<br>3%  | 19<br>3%      | 31<br>4%  | 47<br>4%  | 73<br>5% | 103<br>4%   | 37<br>3%  | 78<br>4%  | 176<br>4% | 139<br>4%  | 153<br>4%      | 96<br>4%      | 37<br>4%      | 25<br>4%    | 9<br>3%              | 13<br>4%    | 112<br>4%              | 133<br>4%       | 158<br>4% |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

| Total          | Age              |           |                 |                |               |          | Grouped Age |               |               | Gender    |            | Working status |               |               |             |                      |               | Grouped working status |                 |           |
|----------------|------------------|-----------|-----------------|----------------|---------------|----------|-------------|---------------|---------------|-----------|------------|----------------|---------------|---------------|-------------|----------------------|---------------|------------------------|-----------------|-----------|
|                | 16-24 (A)        | 25-34 (B) | 35-44 (C)       | 45-54 (D)      | 55-64 (E)     | 65+ (F)  | 16-34 (G)   | 35-54 (H)     | 55+ (I)       | Male (J)  | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q)   | Working (R)            | Not working (S) |           |
| Weighted Base  | <b>7278</b>      | 565       | 617             | 880            | 1165          | 1361     | 2690        | 1182          | 2045          | 4051      | 3750       | 3529           | 2139          | 957           | 642         | 320                  | 284           | 2937                   | 3096            | 4183      |
| Effective Base | <b>6004</b>      | 244       | 624             | 870            | 1139          | 1159     | 2246        | 727           | 2009          | 3405      | 2785       | 3299           | 1787          | 862           | 764         | 104                  | 523           | 2448                   | 2646            | 3363      |
| 23-Jan         | <b>277</b><br>4% | 20<br>4%  | 17<br>3%        | 26<br>3%       | 51<br>4%      | 59<br>4% | 104<br>4%   | 37<br>3%      | 77<br>4%      | 163<br>4% | 128<br>3%  | 149<br>4%      | 77<br>4%      | 47<br>5%      | 28<br>4%    | 3<br>1%              | 9<br>3%       | 114<br>4%              | 124<br>4%       | 153<br>4% |
| 24-Jan         | <b>118</b><br>2% | 11<br>2%  | 5<br>1%         | 23<br>3%<br>BF | 24<br>2%      | 19<br>1% | 36<br>1%    | 16<br>1%      | 47<br>2%<br>I | 55<br>1%  | 71<br>2%   | 46<br>1%       | 45<br>2%      | 11<br>1%      | 12<br>2%    | 3<br>1%              | 1<br>*        | 45<br>2%               | 57<br>2%        | 61<br>1%  |
| 25-Jan         | <b>53</b><br>1%  | 9<br>2%   | 6<br>1%         | 8<br>1%        | 8<br>1%       | 3<br>*   | 19<br>1%    | 15<br>1%      | 16<br>1%      | 21<br>1%  | 24<br>1%   | 28<br>1%       | 15<br>1%      | 7<br>1%       | 1<br>*      | 6<br>2%              | 4<br>1%<br>N  | 20<br>1%               | 22<br>1%        | 31<br>1%  |
| 26-Jan         | <b>341</b><br>5% | 23<br>4%  | 24<br>4%        | 45<br>5%       | 59<br>5%      | 62<br>5% | 128<br>5%   | 47<br>4%      | 105<br>5%     | 189<br>5% | 183<br>5%  | 158<br>4%      | 99<br>5%      | 52<br>5%      | 33<br>5%    | 12<br>4%             | 7<br>3%       | 137<br>5%              | 152<br>5%       | 189<br>5% |
| 27-Jan         | <b>361</b><br>5% | 34<br>6%  | 34<br>6%        | 42<br>5%       | 57<br>5%      | 63<br>5% | 131<br>5%   | 68<br>6%      | 98<br>5%      | 194<br>5% | 181<br>5%  | 180<br>5%      | 118<br>5%     | 42<br>4%      | 43<br>7%    | 19<br>6%             | 10<br>4%      | 129<br>4%              | 160<br>5%       | 201<br>5% |
| 28-Jan         | <b>369</b><br>5% | 27<br>5%  | 29<br>5%        | 36<br>4%       | 65<br>6%      | 57<br>4% | 155<br>6%   | 56<br>5%      | 102<br>5%     | 212<br>5% | 183<br>5%  | 186<br>5%      | 105<br>5%     | 44<br>5%      | 40<br>6%    | 6<br>2%              | 9<br>3%       | 165<br>6%              | 149<br>5%       | 220<br>5% |
| 29-Jan         | <b>296</b><br>4% | 7<br>1%   | 23<br>4%        | 36<br>4%       | 57<br>5%<br>A | 61<br>4% | 112<br>4%   | 29<br>2%      | 94<br>5%      | 173<br>4% | 140<br>4%  | 156<br>4%      | 82<br>4%      | 42<br>4%      | 30<br>5%    | -                    | 14<br>5%<br>O | 128<br>4%              | 124<br>4%       | 172<br>4% |
| 30-Jan         | <b>255</b><br>4% | 17<br>3%  | 20<br>3%        | 29<br>3%       | 40<br>3%      | 47<br>3% | 104<br>4%   | 36<br>3%      | 68<br>3%      | 150<br>4% | 130<br>3%  | 125<br>4%      | 73<br>3%      | 30<br>3%      | 21<br>3%    | 14<br>4%             | 10<br>4%      | 107<br>4%              | 103<br>3%       | 152<br>4% |
| 31-Jan         | <b>95</b><br>1%  | 8<br>1%   | 8<br>1%         | 14<br>2%       | 18<br>2%      | 17<br>1% | 31<br>1%    | 16<br>1%      | 32<br>2%      | 47<br>1%  | 58<br>2%   | 37<br>1%       | 32<br>1%      | 12<br>1%      | 8<br>1%     | 5<br>2%              | 4<br>1%       | 34<br>1%               | 44<br>1%        | 51<br>1%  |
| 1-Feb          | <b>49</b><br>1%  | 6<br>1%   | 12<br>2%<br>DEF | 12<br>1%<br>F  | 5<br>*        | 5<br>*   | 10<br>*     | 17<br>1%<br>I | 16<br>1%      | 15<br>*   | 20<br>1%   | 29<br>1%       | 19<br>1%      | 7<br>1%       | 6<br>1%     | 4<br>1%              | 2<br>1%       | 10<br>*                | 27<br>1%        | 22<br>1%  |
| 2-Feb          | <b>314</b><br>4% | 13<br>2%  | 31<br>5%        | 38<br>4%       | 36<br>3%      | 71<br>5% | 126<br>5%   | 44<br>4%      | 73<br>4%      | 197<br>5% | 182<br>5%  | 132<br>4%      | 95<br>4%      | 33<br>3%      | 21<br>3%    | 9<br>3%              | 14<br>5%      | 143<br>5%              | 127<br>4%       | 187<br>4% |
| 3-Feb          | <b>342</b><br>5% | 37<br>6%  | 29<br>5%        | 39<br>4%       | 48<br>4%      | 67<br>5% | 122<br>5%   | 66<br>6%      | 87<br>4%      | 189<br>5% | 174<br>5%  | 168<br>5%      | 101<br>5%     | 37<br>4%      | 28<br>4%    | 24<br>7%             | 18<br>6%      | 135<br>5%              | 138<br>4%       | 205<br>5% |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

| Total                         | Age          |              |              |              |              |            | Grouped Age  |              |            | Gender      |               | Working status   |                  |                  |                |                         |                | Grouped working status |                    |
|-------------------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|-------------|---------------|------------------|------------------|------------------|----------------|-------------------------|----------------|------------------------|--------------------|
|                               | 16-24<br>(A) | 25-34<br>(B) | 35-44<br>(C) | 45-54<br>(D) | 55-64<br>(E) | 65+<br>(F) | 16-34<br>(G) | 35-54<br>(H) | 55+<br>(I) | Male<br>(J) | Female<br>(K) | Full time<br>(L) | Part time<br>(M) | Homemaker<br>(N) | Student<br>(O) | Temp not working<br>(P) | Retired<br>(Q) | Working<br>(R)         | Not working<br>(S) |
| Weighted Base<br><b>7278</b>  | 565          | 617          | 880          | 1165         | 1361         | 2690       | 1182         | 2045         | 4051       | 3750        | 3529          | 2139             | 957              | 642              | 320            | 284                     | 2937           | 3096                   | 4183               |
| Effective Base<br><b>6004</b> | 244          | 624          | 870          | 1139         | 1159         | 2246       | 727          | 2009         | 3405       | 2785        | 3299          | 1787             | 862              | 764              | 104            | 523                     | 2448           | 2646                   | 3363               |
| 4-Feb<br><b>306</b><br>4%     | 29<br>5%     | 31<br>5%     | 31<br>4%     | 40<br>3%     | 43<br>3%     | 133<br>5%  | 60<br>5%     | 71<br>3%     | 176<br>4%  | 173<br>5%   | 133<br>4%     | 69<br>3%         | 47<br>5%         | 20<br>3%         | 19<br>6%       | 13<br>5%                | 137<br>5%      | 117<br>4%              | 190<br>5%          |
| 5-Feb<br><b>268</b><br>4%     | 19<br>3%     | 20<br>3%     | 24<br>3%     | 49<br>4%     | 53<br>4%     | 103<br>4%  | 39<br>3%     | 74<br>4%     | 156<br>4%  | 129<br>3%   | 139<br>4%     | 62<br>3%         | 37<br>4%         | 26<br>4%         | 13<br>4%       | 14<br>5%                | 116<br>4%      | 99<br>3%               | 169<br>4%          |
| 6-Feb<br><b>233</b><br>3%     | 18<br>3%     | 24<br>4%     | 25<br>3%     | 42<br>4%     | 39<br>3%     | 84<br>3%   | 42<br>4%     | 68<br>3%     | 123<br>3%  | 129<br>3%   | 104<br>3%     | 63<br>3%         | 31<br>3%         | 17<br>3%         | 10<br>3%       | 14<br>5%                | 98<br>3%       | 94<br>3%               | 139<br>3%          |
| 7-Feb<br><b>102</b><br>1%     | 2<br>*       | 11<br>2%     | 16<br>2%     | 14<br>1%     | 22<br>2%     | 37<br>1%   | 13<br>1%     | 30<br>1%     | 59<br>1%   | 49<br>1%    | 53<br>2%      | 36<br>2%<br>M    | 4<br>*           | 8<br>1%          | -<br>-         | 8<br>3%<br>M            | 46<br>2%       | 40<br>1%               | 62<br>1%           |
| 8-Feb<br><b>49</b><br>1%      | 5<br>1%      | 6<br>1%      | 7<br>1%      | 5<br>*       | 13<br>1%     | 13<br>*    | 11<br>1%     | 12<br>1%     | 26<br>1%   | 25<br>1%    | 25<br>1%      | 19<br>1%         | 3<br>*           | 9<br>1%          | -<br>-         | 4<br>1%                 | 15<br>1%       | 22<br>1%               | 28<br>1%           |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

|                 | Total            | SEG       |           |           |           | Grouped SEG |             | Region                           |                |            |              |                         |                                   |               |
|-----------------|------------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|----------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                 |                  | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)   | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base | <b>7325</b>      | 2062      | 2162      | 1276      | 1819      | 4224        | 3095        | 1568                             | 1783           | 1505       | 2469         | 5757                    | 5099                              | 658           |
| Weighted Base   | <b>7278</b>      | 1968      | 2089      | 1267      | 1949      | 4057        | 3216        | 1644                             | 1627           | 1575       | 2432         | 5634                    | 4894                              | 741           |
| Effective Base  | <b>6004</b>      | 1829      | 1812      | 1049      | 1375      | 3637        | 2409        | 1157                             | 1543           | 1255       | 2116         | 4893                    | 4388                              | 532           |
| 12-Jan          | <b>485</b><br>7% | 110<br>6% | 142<br>7% | 102<br>8% | 130<br>7% | 253<br>6%   | 232<br>7%   | 123<br>7%                        | 88<br>5%       | 110<br>7%  | 163<br>7%    | 361<br>6%               | 315<br>6%                         | 47<br>6%      |
| 13-Jan          | <b>404</b><br>6% | 121<br>6% | 112<br>5% | 70<br>6%  | 100<br>5% | 233<br>6%   | 170<br>5%   | 86<br>5%                         | 90<br>6%       | 103<br>7%  | 124<br>5%    | 317<br>6%               | 281<br>6%                         | 36<br>5%      |
| 14-Jan          | <b>391</b><br>5% | 112<br>6% | 112<br>5% | 71<br>6%  | 96<br>5%  | 224<br>6%   | 167<br>5%   | 75<br>5%                         | 86<br>5%       | 79<br>5%   | 152<br>6%    | 317<br>6%               | 260<br>5%                         | 57<br>8%<br>Z |
| 15-Jan          | <b>370</b><br>5% | 93<br>5%  | 99<br>5%  | 65<br>5%  | 113<br>6% | 192<br>5%   | 178<br>6%   | 91<br>6%                         | 83<br>5%       | 86<br>5%   | 110<br>5%    | 279<br>5%               | 254<br>5%                         | 25<br>3%      |
| 16-Jan          | <b>329</b><br>5% | 100<br>5% | 89<br>4%  | 64<br>5%  | 75<br>4%  | 189<br>5%   | 139<br>4%   | 82<br>5%                         | 76<br>5%       | 59<br>4%   | 112<br>5%    | 247<br>4%               | 222<br>5%                         | 24<br>3%      |
| 17-Jan          | <b>130</b><br>2% | 31<br>2%  | 40<br>2%  | 20<br>2%  | 39<br>2%  | 71<br>2%    | 58<br>2%    | 35<br>2%                         | 29<br>2%       | 28<br>2%   | 38<br>2%     | 95<br>2%                | 84<br>2%                          | 11<br>1%      |
| 18-Jan          | <b>57</b><br>1%  | 18<br>1%  | 8<br>*    | 15<br>1%  | 16<br>1%  | 26<br>1%    | 31<br>1%    | 19<br>1%                         | 6<br>*         | 10<br>1%   | 22<br>1%     | 38<br>1%                | 34<br>1%                          | 4<br>1%       |
| 19-Jan          | <b>315</b><br>4% | 94<br>5%  | 79<br>4%  | 57<br>4%  | 84<br>4%  | 173<br>4%   | 141<br>4%   | 77<br>5%                         | 69<br>4%       | 73<br>5%   | 96<br>4%     | 238<br>4%               | 207<br>4%                         | 31<br>4%      |
| 20-Jan          | <b>353</b><br>5% | 112<br>6% | 84<br>4%  | 65<br>5%  | 92<br>5%  | 196<br>5%   | 157<br>5%   | 68<br>4%                         | 79<br>5%       | 73<br>5%   | 133<br>5%    | 285<br>5%               | 231<br>5%                         | 54<br>7%<br>Z |
| 21-Jan          | <b>325</b><br>4% | 89<br>5%  | 102<br>5% | 59<br>5%  | 74<br>4%  | 192<br>5%   | 132<br>4%   | 73<br>4%                         | 61<br>4%       | 76<br>5%   | 115<br>5%    | 252<br>4%               | 214<br>4%                         | 37<br>5%      |
| 22-Jan          | <b>292</b><br>4% | 69<br>4%  | 93<br>4%  | 52<br>4%  | 77<br>4%  | 162<br>4%   | 129<br>4%   | 67<br>4%                         | 83<br>5%<br>cd | 60<br>4%   | 82<br>3%     | 225<br>4%               | 205<br>4%                         | 20<br>3%      |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

|                | Total            | SEG       |           |           |           | Grouped SEG |             | Region                           |              |            |               |                         |                                   |                  |
|----------------|------------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|---------------|-------------------------|-----------------------------------|------------------|
|                |                  | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c)  | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f)    |
| Weighted Base  | <b>7278</b>      | 1968      | 2089      | 1267      | 1949      | 4057        | 3216        | 1644                             | 1627         | 1575       | 2432          | 5634                    | 4894                              | 741              |
| Effective Base | <b>6004</b>      | 1829      | 1812      | 1049      | 1375      | 3637        | 2409        | 1157                             | 1543         | 1255       | 2116          | 4893                    | 4388                              | 532              |
| 23-Jan         | <b>277</b><br>4% | 77<br>4%  | 84<br>4%  | 51<br>4%  | 65<br>3%  | 161<br>4%   | 116<br>4%   | 66<br>4%                         | 73<br>4%     | 53<br>3%   | 84<br>3%      | 211<br>4%               | 189<br>4%                         | 21<br>3%         |
| 24-Jan         | <b>118</b><br>2% | 39<br>2%  | 35<br>2%  | 13<br>1%  | 31<br>2%  | 74<br>2%    | 44<br>1%    | 21<br>1%                         | 27<br>2%     | 24<br>2%   | 45<br>2%      | 96<br>2%                | 77<br>2%                          | 19<br>3%         |
| 25-Jan         | <b>53</b><br>1%  | 17<br>1%  | 11<br>1%  | 9<br>1%   | 15<br>1%  | 28<br>1%    | 25<br>1%    | 12<br>1%                         | 16<br>1%     | 12<br>1%   | 13<br>1%      | 41<br>1%                | 40<br>1%                          | 1<br>.           |
| 26-Jan         | <b>341</b><br>5% | 85<br>4%  | 99<br>5%  | 58<br>5%  | 98<br>5%  | 184<br>5%   | 156<br>5%   | 91<br>6%                         | 74<br>5%     | 59<br>4%   | 116<br>5%     | 249<br>4%               | 216<br>4%                         | 33<br>5%         |
| 27-Jan         | <b>361</b><br>5% | 104<br>5% | 102<br>5% | 62<br>5%  | 92<br>5%  | 206<br>5%   | 154<br>5%   | 95<br>6%                         | 82<br>5%     | 71<br>4%   | 112<br>5%     | 265<br>5%               | 234<br>5%                         | 31<br>4%         |
| 28-Jan         | <b>369</b><br>5% | 86<br>4%  | 112<br>5% | 72<br>6%  | 100<br>5% | 198<br>5%   | 172<br>5%   | 78<br>5%                         | 90<br>6%     | 79<br>5%   | 123<br>5%     | 292<br>5%               | 251<br>5%                         | 40<br>5%         |
| 29-Jan         | <b>296</b><br>4% | 71<br>4%  | 87<br>4%  | 48<br>4%  | 91<br>5%  | 157<br>4%   | 139<br>4%   | 73<br>4%                         | 68<br>4%     | 58<br>4%   | 97<br>4%      | 223<br>4%               | 196<br>4%                         | 27<br>4%         |
| 30-Jan         | <b>255</b><br>4% | 63<br>3%  | 74<br>4%  | 33<br>3%  | 84<br>4%  | 137<br>3%   | 117<br>4%   | 58<br>4%                         | 59<br>4%     | 50<br>3%   | 89<br>4%      | 197<br>4%               | 175<br>4%                         | 23<br>3%         |
| 31-Jan         | <b>95</b><br>1%  | 19<br>1%  | 33<br>2%  | 15<br>1%  | 28<br>1%  | 51<br>1%    | 44<br>1%    | 16<br>1%                         | 19<br>1%     | 23<br>1%   | 37<br>2%      | 79<br>1%                | 69<br>1%                          | 10<br>1%         |
| 1-Feb          | <b>49</b><br>1%  | 16<br>1%  | 16<br>1%  | 5<br>.    | 11<br>1%  | 32<br>1%    | 17<br>1%    | 8<br>.                           | 10<br>1%     | 6<br>.     | 25<br>1%<br>e | 41<br>1%<br>e           | 27<br>1%                          | 14<br>2%<br>Zbde |
| 2-Feb          | <b>314</b><br>4% | 92<br>5%  | 97<br>5%  | 43<br>3%  | 82<br>4%  | 189<br>5%   | 125<br>4%   | 86<br>5%                         | 64<br>4%     | 74<br>5%   | 91<br>4%      | 229<br>4%               | 199<br>4%                         | 29<br>4%         |
| 3-Feb          | <b>342</b><br>5% | 96<br>5%  | 106<br>5% | 58<br>5%  | 82<br>4%  | 203<br>5%   | 140<br>4%   | 66<br>4%                         | 82<br>5%     | 79<br>5%   | 115<br>5%     | 277<br>5%               | 251<br>5%                         | 26<br>4%         |





**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

|                | Total            | SEG       |           |           |           | Grouped SEG |             | Region                           |              |               |               |                         |                                   |               |
|----------------|------------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|--------------|---------------|---------------|-------------------------|-----------------------------------|---------------|
|                |                  | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b)    | South<br>(c)  | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Weighted Base  | <b>7278</b>      | 1968      | 2089      | 1267      | 1949      | 4057        | 3216        | 1644                             | 1627         | 1575          | 2432          | 5634                    | 4894                              | 741           |
| Effective Base | <b>6004</b>      | 1829      | 1812      | 1049      | 1375      | 3637        | 2409        | 1157                             | 1543         | 1255          | 2116          | 4893                    | 4388                              | 532           |
| 4-Feb          | <b>306</b><br>4% | 77<br>4%  | 85<br>4%  | 65<br>5%  | 79<br>4%  | 162<br>4%   | 144<br>4%   | 65<br>4%                         | 70<br>4%     | 68<br>4%      | 103<br>4%     | 241<br>4%               | 207<br>4%                         | 34<br>5%      |
| 5-Feb          | <b>268</b><br>4% | 67<br>3%  | 81<br>4%  | 41<br>3%  | 79<br>4%  | 148<br>4%   | 120<br>4%   | 49<br>3%                         | 64<br>4%     | 62<br>4%      | 93<br>4%      | 219<br>4%               | 189<br>4%                         | 30<br>4%      |
| 6-Feb          | <b>233</b><br>3% | 67<br>3%  | 65<br>3%  | 33<br>3%  | 68<br>4%  | 131<br>3%   | 101<br>3%   | 34<br>2%                         | 44<br>3%     | 61<br>4%<br>Z | 94<br>4%<br>Z | 199<br>4%               | 162<br>3%                         | 37<br>5%<br>Z |
| 7-Feb          | <b>102</b><br>1% | 23<br>1%  | 32<br>2%  | 15<br>1%  | 32<br>2%  | 55<br>1%    | 47<br>1%    | 19<br>1%                         | 24<br>1%     | 23<br>1%      | 36<br>1%      | 83<br>1%                | 69<br>1%                          | 14<br>2%      |
| 8-Feb          | <b>49</b><br>1%  | 18<br>1%  | 10<br>1%  | 7<br>1%   | 15<br>1%  | 27<br>1%    | 22<br>1%    | 10<br>1%                         | 12<br>1%     | 15<br>1%      | 12<br>1%      | 39<br>1%                | 35<br>1%                          | 4<br>1%       |



**Table 6**  
**Q1b/c Date and month of call**  
**Base: All Calls**

|                 | Total     | Type of call   |                    |                            |                |           | No. calls before answer |            |               |
|-----------------|-----------|----------------|--------------------|----------------------------|----------------|-----------|-------------------------|------------|---------------|
|                 |           | Silent (A)     | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E) | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)        |
| Unweighted Base | 7325      | 2346           | 261                | 1384                       | 2652           | 594       | 1687                    | 4242       | 1201          |
| Weighted Base   | 7278      | 2298           | 301                | 1416                       | 2576           | 571       | 1625                    | 4205       | 1250          |
| Effective Base  | 6004      | 1954           | 191                | 1113                       | 2206           | 486       | 1431                    | 3463       | 953           |
| 12-Jan          | 485<br>7% | 139<br>6%      | 16<br>5%           | 116<br>8%                  | 177<br>7%      | 32<br>6%  | 100<br>6%               | 314<br>7%  | 65<br>5%      |
| 13-Jan          | 404<br>6% | 124<br>5%      | 23<br>8%           | 87<br>6%                   | 144<br>6%      | 21<br>4%  | 89<br>5%                | 247<br>6%  | 54<br>4%      |
| 14-Jan          | 391<br>5% | 113<br>5%      | 16<br>5%           | 72<br>5%                   | 141<br>5%      | 44<br>8%  | 81<br>5%                | 248<br>6%  | 55<br>4%      |
| 15-Jan          | 370<br>5% | 134<br>6%      | 12<br>4%           | 72<br>5%                   | 108<br>4%      | 39<br>7%  | 73<br>4%                | 216<br>5%  | 68<br>5%      |
| 16-Jan          | 329<br>5% | 96<br>4%       | 19<br>6%           | 67<br>5%                   | 110<br>4%      | 28<br>5%  | 73<br>5%                | 167<br>4%  | 78<br>6%<br>G |
| 17-Jan          | 130<br>2% | 42<br>2%       | 9<br>3%            | 19<br>1%                   | 47<br>2%       | 11<br>2%  | 25<br>2%                | 74<br>2%   | 28<br>2%      |
| 18-Jan          | 57<br>1%  | 23<br>1%       | 4<br>1%            | 14<br>1%                   | 13<br>1%       | 4<br>1%   | 11<br>1%                | 25<br>1%   | 18<br>1%<br>G |
| 19-Jan          | 315<br>4% | 90<br>4%       | 12<br>4%           | 61<br>4%                   | 119<br>5%      | 27<br>5%  | 66<br>4%                | 179<br>4%  | 62<br>5%      |
| 20-Jan          | 353<br>5% | 116<br>5%      | 19<br>6%           | 66<br>5%                   | 125<br>5%      | 23<br>4%  | 69<br>4%                | 199<br>5%  | 77<br>6%      |
| 21-Jan          | 325<br>4% | 100<br>4%      | 17<br>5%           | 52<br>4%                   | 121<br>5%      | 32<br>6%  | 74<br>5%                | 184<br>4%  | 62<br>5%      |
| 22-Jan          | 292<br>4% | 86<br>4%       | 10<br>3%           | 61<br>4%                   | 107<br>4%      | 24<br>4%  | 53<br>3%                | 167<br>4%  | 65<br>5%      |
| 23-Jan          | 277<br>4% | 87<br>4%       | 19<br>6%           | 57<br>4%                   | 90<br>3%       | 13<br>2%  | 64<br>4%                | 159<br>4%  | 46<br>4%      |
| 24-Jan          | 118<br>2% | 59<br>3%<br>CD | 1<br>1%            | 16<br>1%                   | 30<br>1%       | 12<br>2%  | 31<br>2%                | 67<br>2%   | 18<br>1%      |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 6**  
**Q1b/c Date and month of call**  
**Base: All Calls**

|                | Total     | Type of call   |                    |                            |                |                | No. calls before answer |            |          |
|----------------|-----------|----------------|--------------------|----------------------------|----------------|----------------|-------------------------|------------|----------|
|                |           | Silent (A)     | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)      | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)   |
| Weighted Base  | 7278      | 2298           | 301                | 1416                       | 2576           | 571            | 1625                    | 4205       | 1250     |
| Effective Base | 6004      | 1954           | 191                | 1113                       | 2206           | 486            | 1431                    | 3463       | 953      |
| 25-Jan         | 53<br>1%  | 18<br>1%       | -                  | 11<br>1%                   | 18<br>1%       | 4<br>1%        | 11<br>1%                | 34<br>1%   | 5<br>*   |
| 26-Jan         | 341<br>5% | 81<br>4%       | 19<br>6%           | 79<br>6%<br>A              | 131<br>5%      | 26<br>4%       | 84<br>5%                | 194<br>5%  | 47<br>4% |
| 27-Jan         | 361<br>5% | 108<br>5%      | 17<br>6%           | 63<br>4%                   | 150<br>6%<br>E | 16<br>3%       | 68<br>4%                | 219<br>5%  | 61<br>5% |
| 28-Jan         | 369<br>5% | 105<br>5%      | 5<br>2%            | 73<br>5%                   | 134<br>5%      | 44<br>8%<br>AB | 69<br>4%                | 220<br>5%  | 65<br>5% |
| 29-Jan         | 296<br>4% | 94<br>4%       | 8<br>3%            | 66<br>5%                   | 102<br>4%      | 22<br>4%       | 63<br>4%                | 175<br>4%  | 50<br>4% |
| 30-Jan         | 255<br>4% | 72<br>3%       | 10<br>3%           | 58<br>4%                   | 90<br>3%       | 21<br>4%       | 61<br>4%                | 146<br>3%  | 39<br>3% |
| 31-Jan         | 95<br>1%  | 45<br>2%<br>D  | 4<br>1%            | 16<br>1%                   | 23<br>1%       | 8<br>1%        | 18<br>1%                | 62<br>1%   | 11<br>1% |
| 1-Feb          | 49<br>1%  | 14<br>1%       | 6<br>2%            | 10<br>1%                   | 17<br>1%       | 1<br>*         | 9<br>1%                 | 28<br>1%   | 10<br>1% |
| 2-Feb          | 314<br>4% | 114<br>5%      | 18<br>6%           | 47<br>3%                   | 105<br>4%      | 20<br>3%       | 76<br>5%                | 172<br>4%  | 61<br>5% |
| 3-Feb          | 342<br>5% | 123<br>5%<br>C | 16<br>5%           | 43<br>3%                   | 129<br>5%<br>C | 27<br>5%       | 91<br>6%                | 182<br>4%  | 65<br>5% |
| 4-Feb          | 306<br>4% | 94<br>4%       | 11<br>4%           | 71<br>5%                   | 106<br>4%      | 22<br>4%       | 77<br>5%                | 165<br>4%  | 53<br>4% |
| 5-Feb          | 268<br>4% | 85<br>4%       | 3<br>1%            | 51<br>4%                   | 98<br>4%       | 26<br>5%       | 75<br>5%<br>H           | 153<br>4%  | 31<br>2% |
| 6-Feb          | 233<br>3% | 74<br>3%       | 4<br>1%            | 46<br>3%                   | 95<br>4%       | 12<br>2%       | 63<br>4%                | 129<br>3%  | 37<br>3% |
| 7-Feb          | 102<br>1% | 41<br>2%       | 5<br>2%            | 12<br>1%                   | 32<br>1%       | 11<br>2%       | 30<br>2%                | 54<br>1%   | 16<br>1% |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 6**  
**Q1b/c Date and month of call**  
**Base: All Calls**

| Total          | Type of call           |                    |                            |                |           | No. calls before answer |            |          |        |
|----------------|------------------------|--------------------|----------------------------|----------------|-----------|-------------------------|------------|----------|--------|
|                | Silent (A)             | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E) | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)   |        |
| Weighted Base  | <b>7278</b>            | 2298               | 301                        | 1416           | 2576      | 571                     | 1625       | 4205     | 1250   |
| Effective Base | <b>6004</b>            | 1954               | 191                        | 1113           | 2206      | 486                     | 1431       | 3463     | 953    |
| 8-Feb          | <b>49</b><br><b>1%</b> | 23<br>1%           | 1<br>*                     | 9<br>1%        | 14<br>1%  | 2<br>*                  | 21<br>1%   | 24<br>1% | 4<br>* |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

| Total           | Age        |           |           |           |                 |                   | Grouped Age      |           |           | Gender           |                 | Working status |               |               |                |                      |             | Grouped working status |                 |                 |
|-----------------|------------|-----------|-----------|-----------|-----------------|-------------------|------------------|-----------|-----------|------------------|-----------------|----------------|---------------|---------------|----------------|----------------------|-------------|------------------------|-----------------|-----------------|
|                 | 16-24 (A)  | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E)       | 65+ (F)           | 16-34 (G)        | 35-54 (H) | 55+ (I)   | Male (J)         | Female (K)      | Full time (L)  | Part time (M) | Homemaker (N) | Student (O)    | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |                 |
| Unweighted Base | 860        | 58        | 147       | 176       | 157             | 132               | 190              | 205       | 333       | 322              | 400             | 460            | 352           | 121           | 76             | 19                   | 75          | 217                    | 473             | 387             |
| Weighted Base   | 860        | 99*       | 138       | 167       | 142             | 118               | 196              | 237       | 309       | 314              | 410             | 450            | 353           | 131           | 67*            | 53**                 | 33*         | 221                    | 485             | 375             |
| Effective Base  | 831        | 54        | 179       | 198       | 154             | 126               | 176              | 194       | 351       | 300              | 373             | 461            | 391           | 133           | 83             | 22                   | 75          | 204                    | 523             | 319             |
| 12-Jan          | 288<br>33% | 23<br>23% | 42<br>31% | 45<br>27% | 40<br>28%       | 52<br>44%<br>ACD  | 85<br>43%<br>ACD | 65<br>27% | 85<br>28% | 138<br>44%<br>GH | 136<br>33%      | 151<br>34%     | 94<br>27%     | 41<br>32%     | 28<br>41%<br>L | 14<br>26%            | 12<br>37%   | 99<br>45%<br>L         | 135<br>28%      | 152<br>41%<br>R |
| 13-Jan          | 265<br>31% | 26<br>26% | 29<br>21% | 31<br>19% | 52<br>37%<br>BC | 49<br>42%<br>BC   | 79<br>40%<br>BC  | 55<br>23% | 83<br>27% | 127<br>41%<br>GH | 132<br>32%      | 133<br>30%     | 94<br>27%     | 34<br>26%     | 20<br>30%      | 17<br>31%            | 10<br>29%   | 90<br>41%<br>LM        | 129<br>27%      | 137<br>36%<br>R |
| 14-Jan          | 261<br>30% | 25<br>26% | 23<br>17% | 35<br>21% | 50<br>35%<br>BC | 47<br>40%<br>BC   | 81<br>41%<br>BC  | 48<br>20% | 85<br>27% | 128<br>41%<br>GH | 131<br>32%      | 130<br>29%     | 87<br>25%     | 39<br>30%     | 19<br>28%      | 16<br>31%            | 10<br>29%   | 90<br>41%<br>L         | 126<br>26%      | 135<br>36%<br>R |
| 15-Jan          | 260<br>30% | 34<br>34% | 28<br>20% | 37<br>22% | 43<br>30%       | 34<br>28%         | 85<br>43%<br>BCE | 62<br>26% | 80<br>26% | 118<br>38%<br>GH | 137<br>33%      | 123<br>27%     | 85<br>24%     | 33<br>25%     | 22<br>32%      | 19<br>37%            | 11<br>33%   | 90<br>41%<br>LM        | 118<br>24%      | 142<br>38%<br>R |
| 16-Jan          | 227<br>26% | 24<br>24% | 20<br>14% | 29<br>17% | 40<br>28%<br>B  | 41<br>35%<br>BC   | 73<br>37%<br>BC  | 44<br>18% | 69<br>22% | 114<br>36%<br>GH | 120<br>29%      | 107<br>24%     | 71<br>20%     | 34<br>26%     | 19<br>28%      | 12<br>23%            | 8<br>25%    | 82<br>37%<br>L         | 105<br>22%      | 122<br>32%<br>R |
| 17-Jan          | 103<br>12% | 9<br>9%   | 11<br>8%  | 20<br>12% | 15<br>10%       | 17<br>15%         | 32<br>16%        | 19<br>8%  | 35<br>11% | 49<br>16%        | 52<br>13%       | 51<br>11%      | 39<br>11%     | 15<br>11%     | 8<br>11%       | 3<br>6%              | 3<br>9%     | 36<br>16%              | 54<br>11%       | 50<br>13%       |
| 18-Jan          | 51<br>6%   | 6<br>6%   | 5<br>4%   | 12<br>7%  | 7<br>5%         | 7<br>6%           | 14<br>7%         | 12<br>5%  | 19<br>6%  | 21<br>7%         | 22<br>5%        | 30<br>7%       | 23<br>6%      | 6<br>4%       | 4<br>6%        | 6<br>12%             | -           | 13<br>6%               | 28<br>6%        | 23<br>6%        |
| 19-Jan          | 230<br>27% | 16<br>16% | 22<br>16% | 34<br>20% | 38<br>27%       | 51<br>43%<br>ABCD | 70<br>36%<br>ABC | 38<br>16% | 71<br>23% | 121<br>38%<br>GH | 123<br>30%      | 107<br>24%     | 84<br>24%     | 33<br>25%     | 14<br>21%      | 9<br>16%             | 10<br>29%   | 81<br>37%<br>L         | 117<br>24%      | 113<br>30%      |
| 20-Jan          | 241<br>28% | 21<br>21% | 24<br>17% | 28<br>17% | 46<br>32%<br>BC | 42<br>36%<br>BC   | 81<br>41%<br>ABC | 45<br>19% | 74<br>24% | 122<br>39%<br>GH | 136<br>33%<br>K | 105<br>23%     | 79<br>22%     | 38<br>29%     | 15<br>22%      | 8<br>14%             | 11<br>32%   | 91<br>41%<br>LN        | 117<br>24%      | 124<br>33%<br>R |
| 21-Jan          | 232<br>27% | 23<br>23% | 20<br>14% | 32<br>19% | 34<br>24%       | 40<br>34%<br>BC   | 84<br>43%<br>BCD | 43<br>18% | 66<br>21% | 124<br>39%<br>GH | 117<br>29%      | 115<br>26%     | 71<br>20%     | 27<br>21%     | 21<br>31%      | 17<br>32%            | 5<br>16%    | 91<br>41%<br>LMP       | 98<br>20%       | 134<br>36%<br>R |



Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom

**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

| Total                              | Age       |           |                |                 |                  |                  | Grouped Age |                |                  | Gender         |            | Working status |               |               |             |                      |                  | Grouped working status |                 |
|------------------------------------|-----------|-----------|----------------|-----------------|------------------|------------------|-------------|----------------|------------------|----------------|------------|----------------|---------------|---------------|-------------|----------------------|------------------|------------------------|-----------------|
|                                    | 16-24 (A) | 25-34 (B) | 35-44 (C)      | 45-54 (D)       | 55-64 (E)        | 65+ (F)          | 16-34 (G)   | 35-54 (H)      | 55+ (I)          | Male (J)       | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q)      | Working (R)            | Not working (S) |
| Weighted Base<br><b>860</b>        | 99*       | 138       | 167            | 142             | 118              | 196              | 237         | 309            | 314              | 410            | 450        | 353            | 131           | 67*           | 53**        | 33*                  | 221              | 485                    | 375             |
| Effective Base<br><b>831</b>       | 54        | 179       | 198            | 154             | 126              | 176              | 194         | 351            | 300              | 373            | 461        | 391            | 133           | 83            | 22          | 75                   | 204              | 523                    | 319             |
| 22-Jan<br><b>201</b><br><b>23%</b> | 16<br>16% | 14<br>10% | 24<br>14%      | 33<br>23%<br>B  | 43<br>36%<br>ABC | 71<br>36%<br>ABC | 30<br>13%   | 57<br>19%      | 114<br>36%<br>GH | 93<br>23%      | 109<br>24% | 60<br>17%      | 31<br>24%     | 16<br>23%     | 9<br>17%    | 10<br>30%<br>L       | 75<br>34%<br>L   | 91<br>19%              | 110<br>29%<br>R |
| 23-Jan<br><b>194</b><br><b>23%</b> | 17<br>17% | 16<br>12% | 20<br>12%      | 41<br>29%<br>BC | 37<br>31%<br>BC  | 64<br>33%<br>BC  | 33<br>14%   | 61<br>20%      | 100<br>32%<br>GH | 93<br>23%      | 101<br>22% | 61<br>17%      | 33<br>25%     | 15<br>23%     | 3<br>6%     | 7<br>20%             | 74<br>34%<br>L   | 95<br>20%              | 99<br>27%       |
| 24-Jan<br><b>95</b><br><b>11%</b>  | 10<br>10% | 5<br>3%   | 19<br>11%<br>B | 20<br>14%<br>B  | 17<br>14%<br>B   | 24<br>12%<br>B   | 15<br>6%    | 39<br>13%      | 41<br>13%        | 52<br>13%      | 43<br>10%  | 40<br>11%      | 9<br>7%       | 10<br>16%     | 3<br>6%     | 1<br>3%              | 31<br>14%        | 49<br>10%              | 46<br>12%       |
| 25-Jan<br><b>47</b><br><b>6%</b>   | 9<br>9%   | 5<br>4%   | 8<br>5%        | 8<br>6%         | 3<br>2%          | 14<br>7%         | 14<br>6%    | 16<br>5%       | 17<br>5%         | 21<br>5%       | 26<br>6%   | 15<br>4%       | 7<br>5%       | 1<br>2%       | 6<br>12%    | 2<br>7%              | 15<br>7%         | 22<br>5%               | 25<br>7%        |
| 26-Jan<br><b>235</b><br><b>27%</b> | 20<br>20% | 23<br>16% | 34<br>20%      | 41<br>29%<br>B  | 38<br>32%<br>B   | 79<br>40%<br>ABC | 43<br>18%   | 75<br>24%      | 117<br>37%<br>GH | 128<br>31%     | 107<br>24% | 76<br>22%      | 39<br>30%     | 19<br>29%     | 9<br>17%    | 6<br>18%             | 85<br>39%<br>LP  | 115<br>24%             | 120<br>32%      |
| 27-Jan<br><b>233</b><br><b>27%</b> | 30<br>30% | 25<br>18% | 33<br>20%      | 34<br>24%       | 38<br>33%<br>B   | 73<br>37%<br>BCD | 55<br>23%   | 67<br>22%      | 112<br>36%<br>GH | 114<br>28%     | 120<br>27% | 78<br>22%      | 28<br>22%     | 21<br>32%     | 19<br>36%   | 8<br>23%             | 78<br>35%<br>LM  | 107<br>22%             | 127<br>34%<br>R |
| 28-Jan<br><b>236</b><br><b>27%</b> | 19<br>19% | 20<br>15% | 29<br>17%      | 46<br>32%<br>BC | 38<br>33%<br>BC  | 84<br>43%<br>ABC | 39<br>17%   | 74<br>24%      | 122<br>39%<br>GH | 121<br>30%     | 115<br>26% | 83<br>24%      | 29<br>22%     | 20<br>29%     | 6<br>11%    | 7<br>20%             | 93<br>42%<br>LMP | 112<br>23%             | 124<br>33%<br>R |
| 29-Jan<br><b>211</b><br><b>25%</b> | 4<br>4%   | 20<br>14% | 30<br>18%<br>A | 40<br>28%<br>AB | 40<br>34%<br>ABC | 77<br>39%<br>ABC | 24<br>10%   | 70<br>23%<br>G | 117<br>37%<br>GH | 100<br>24%     | 111<br>25% | 63<br>18%      | 33<br>25%     | 19<br>27%     | -           | 9<br>28%             | 88<br>40%<br>LM  | 95<br>20%              | 115<br>31%<br>R |
| 30-Jan<br><b>178</b><br><b>21%</b> | 15<br>16% | 16<br>11% | 24<br>14%      | 26<br>18%       | 31<br>26%<br>BC  | 66<br>34%<br>BCD | 31<br>13%   | 50<br>16%      | 97<br>31%<br>GH  | 90<br>22%      | 88<br>20%  | 55<br>15%      | 22<br>17%     | 14<br>21%     | 14<br>25%   | 7<br>20%             | 67<br>30%<br>LM  | 77<br>16%              | 101<br>27%<br>R |
| 31-Jan<br><b>81</b><br><b>9%</b>   | 5<br>5%   | 8<br>6%   | 13<br>8%       | 14<br>10%       | 14<br>12%        | 26<br>13%        | 13<br>6%    | 27<br>9%       | 41<br>13%<br>G   | 50<br>12%<br>K | 31<br>7%   | 28<br>8%       | 11<br>8%      | 7<br>10%      | 3<br>5%     | 3<br>9%              | 29<br>13%        | 39<br>8%               | 42<br>11%       |

*Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

| Total          | Age                      |           |           |           |                 |                 | Grouped Age       |           |           | Gender           |                 | Working status |               |                |                |                      |                | Grouped working status |                 |                 |
|----------------|--------------------------|-----------|-----------|-----------|-----------------|-----------------|-------------------|-----------|-----------|------------------|-----------------|----------------|---------------|----------------|----------------|----------------------|----------------|------------------------|-----------------|-----------------|
|                | 16-24 (A)                | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E)       | 65+ (F)         | 16-34 (G)         | 35-54 (H) | 55+ (I)   | Male (J)         | Female (K)      | Full time (L)  | Part time (M) | Homemaker (N)  | Student (O)    | Temp not working (P) | Retired (Q)    | Working (R)            | Not working (S) |                 |
| Weighted Base  | <b>860</b>               | 99*       | 138       | 167       | 142             | 118             | 196               | 237       | 309       | 314              | 410             | 450            | 353           | 131            | 67*            | 53**                 | 33*            | 221                    | 485             | 375             |
| Effective Base | <b>831</b>               | 54        | 179       | 198       | 154             | 126             | 176               | 194       | 351       | 300              | 373             | 461            | 391           | 133            | 83             | 22                   | 75             | 204                    | 523             | 319             |
| 1-Feb          | <b>47</b><br><b>5%</b>   | 6<br>6%   | 10<br>7%  | 12<br>7%  | 5<br>3%         | 5<br>4%         | 10<br>5%          | 15<br>7%  | 16<br>5%  | 15<br>5%         | 20<br>5%        | 27<br>6%       | 18<br>5%      | 7<br>6%        | 5<br>8%        | 4<br>8%              | 2<br>5%        | 10<br>5%               | 26<br>5%        | 21<br>6%        |
| 2-Feb          | <b>212</b><br><b>25%</b> | 11<br>11% | 26<br>19% | 32<br>19% | 30<br>21%       | 34<br>29%<br>A  | 80<br>41%<br>ABCD | 36<br>15% | 62<br>20% | 114<br>36%<br>GH | 118<br>29%<br>K | 94<br>21%      | 65<br>19%     | 28<br>21%      | 15<br>23%      | 8<br>14%             | 10<br>30%      | 86<br>39%<br>LMN       | 93<br>19%       | 119<br>32%<br>R |
| 3-Feb          | <b>217</b><br><b>25%</b> | 24<br>24% | 26<br>19% | 29<br>17% | 38<br>27%       | 35<br>30%<br>C  | 66<br>33%<br>BC   | 50<br>21% | 67<br>22% | 101<br>32%<br>GH | 103<br>25%      | 114<br>25%     | 67<br>19%     | 29<br>22%      | 20<br>29%      | 17<br>32%            | 12<br>35%<br>L | 72<br>33%<br>L         | 96<br>20%       | 121<br>32%<br>R |
| 4-Feb          | <b>213</b><br><b>25%</b> | 20<br>20% | 24<br>18% | 24<br>14% | 31<br>22%       | 34<br>29%<br>C  | 80<br>41%<br>ABCD | 44<br>19% | 55<br>18% | 114<br>36%<br>GH | 113<br>28%      | 100<br>22%     | 55<br>16%     | 40<br>30%<br>L | 14<br>21%      | 11<br>21%            | 11<br>33%<br>L | 82<br>37%<br>LN        | 95<br>20%       | 118<br>31%<br>R |
| 5-Feb          | <b>181</b><br><b>21%</b> | 18<br>18% | 15<br>11% | 16<br>9%  | 32<br>22%<br>BC | 33<br>28%<br>BC | 67<br>34%<br>BC   | 33<br>14% | 48<br>15% | 100<br>32%<br>GH | 88<br>21%       | 93<br>21%      | 43<br>12%     | 26<br>20%      | 18<br>27%<br>L | 13<br>25%            | 8<br>23%       | 73<br>33%<br>LM        | 69<br>14%       | 112<br>30%<br>R |
| 6-Feb          | <b>173</b><br><b>20%</b> | 16<br>16% | 19<br>14% | 22<br>13% | 33<br>23%       | 27<br>23%       | 57<br>29%<br>BC   | 34<br>15% | 55<br>18% | 84<br>27%<br>GH  | 94<br>23%       | 80<br>18%      | 48<br>13%     | 24<br>18%      | 15<br>22%      | 10<br>19%            | 9<br>27%<br>L  | 67<br>30%<br>L         | 72<br>15%       | 101<br>27%<br>R |
| 7-Feb          | <b>86</b><br><b>10%</b>  | 2<br>2%   | 10<br>7%  | 12<br>7%  | 13<br>9%        | 18<br>15%<br>A  | 33<br>17%<br>ABC  | 12<br>5%  | 24<br>8%  | 50<br>16%<br>GH  | 43<br>11%       | 43<br>10%      | 32<br>9%      | 4<br>3%        | 7<br>11%       | -                    | 5<br>15%<br>M  | 38<br>17%<br>LM        | 36<br>7%        | 51<br>13%<br>R  |
| 8-Feb          | <b>47</b><br><b>6%</b>   | 4<br>4%   | 6<br>4%   | 7<br>4%   | 5<br>4%         | 12<br>10%       | 13<br>7%          | 10<br>4%  | 12<br>4%  | 25<br>8%         | 25<br>6%        | 23<br>5%       | 19<br>5%      | 3<br>2%        | 7<br>10%       | -                    | 4<br>12%<br>M  | 15<br>7%               | 22<br>4%        | 26<br>7%        |

*Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

|                 | Total                    | SEG       |           |           |           | Grouped SEG |                 | Region                           |              |            |              |                         |                                   |               |
|-----------------|--------------------------|-----------|-----------|-----------|-----------|-------------|-----------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                 |                          | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y)     | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base | <b>860</b>               | 245       | 260       | 158       | 196       | 505         | 354             | 143                              | 213          | 201        | 303          | 717                     | 626                               | 91            |
| Weighted Base   | <b>860</b>               | 246       | 258       | 156       | 199       | 504         | 355             | 146                              | 196          | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base  | <b>831</b>               | 247       | 264       | 164       | 162       | 511         | 321             | 129                              | 195          | 196        | 313          | 703                     | 605                               | 98            |
| 12-Jan          | <b>288</b><br><b>33%</b> | 71<br>29% | 77<br>30% | 61<br>39% | 79<br>40% | 148<br>29%  | 139<br>39%<br>X | 59<br>40%                        | 63<br>32%    | 61<br>29%  | 105<br>34%   | 229<br>32%              | 197<br>32%                        | 32<br>31%     |
| 13-Jan          | <b>265</b><br><b>31%</b> | 75<br>30% | 84<br>32% | 49<br>31% | 58<br>29% | 158<br>31%  | 107<br>30%      | 52<br>36%                        | 62<br>32%    | 67<br>32%  | 83<br>27%    | 213<br>30%              | 186<br>30%                        | 27<br>26%     |
| 14-Jan          | <b>261</b><br><b>30%</b> | 70<br>29% | 78<br>30% | 41<br>26% | 72<br>36% | 148<br>29%  | 113<br>32%      | 46<br>32%                        | 61<br>31%    | 56<br>26%  | 97<br>32%    | 215<br>30%              | 185<br>30%                        | 30<br>29%     |
| 15-Jan          | <b>260</b><br><b>30%</b> | 68<br>28% | 73<br>28% | 43<br>28% | 77<br>39% | 140<br>28%  | 120<br>34%      | 51<br>35%                        | 58<br>29%    | 63<br>30%  | 88<br>29%    | 209<br>29%              | 185<br>30%                        | 24<br>24%     |
| 16-Jan          | <b>227</b><br><b>26%</b> | 70<br>28% | 54<br>21% | 43<br>28% | 59<br>29% | 124<br>25%  | 102<br>29%      | 52<br>35%<br>f                   | 50<br>25%    | 47<br>22%  | 78<br>26%    | 175<br>25%              | 155<br>25%                        | 20<br>19%     |
| 17-Jan          | <b>103</b><br><b>12%</b> | 26<br>11% | 28<br>11% | 18<br>11% | 31<br>16% | 54<br>11%   | 49<br>14%       | 20<br>14%                        | 25<br>13%    | 24<br>11%  | 34<br>11%    | 84<br>12%               | 74<br>12%                         | 9<br>9%       |
| 18-Jan          | <b>51</b><br><b>6%</b>   | 18<br>7%  | 8<br>3%   | 11<br>7%  | 14<br>7%  | 26<br>5%    | 26<br>7%        | 16<br>11%<br>ad                  | 6<br>3%      | 10<br>5%   | 19<br>6%     | 35<br>5%                | 31<br>5%                          | 4<br>4%       |
| 19-Jan          | <b>230</b><br><b>27%</b> | 66<br>27% | 61<br>23% | 44<br>28% | 59<br>30% | 126<br>25%  | 103<br>29%      | 47<br>32%                        | 56<br>29%    | 57<br>27%  | 69<br>23%    | 183<br>26%              | 159<br>26%                        | 24<br>24%     |
| 20-Jan          | <b>241</b><br><b>28%</b> | 68<br>28% | 62<br>24% | 44<br>28% | 67<br>33% | 131<br>26%  | 110<br>31%      | 46<br>31%                        | 51<br>26%    | 53<br>25%  | 91<br>30%    | 195<br>27%              | 158<br>26%                        | 37<br>36%     |
| 21-Jan          | <b>232</b><br><b>27%</b> | 65<br>27% | 77<br>30% | 41<br>26% | 49<br>24% | 142<br>28%  | 89<br>25%       | 51<br>35%<br>a                   | 41<br>21%    | 56<br>27%  | 84<br>28%    | 182<br>25%              | 156<br>26%                        | 26<br>25%     |



*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

|                | Total                    | SEG       |           |           |                 | Grouped SEG |                 | Region                           |                  |            |              |                         |                                   |               |
|----------------|--------------------------|-----------|-----------|-----------|-----------------|-------------|-----------------|----------------------------------|------------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                |                          | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W)       | ABC1<br>(X) | C2DE<br>(Y)     | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)     | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Weighted Base  | <b>860</b>               | 246       | 258       | 156       | 199             | 504         | 355             | 146                              | 196              | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base | <b>831</b>               | 247       | 264       | 164       | 162             | 511         | 321             | 129                              | 195              | 196        | 313          | 703                     | 605                               | 98            |
| 22-Jan         | <b>201</b><br><b>23%</b> | 50<br>20% | 63<br>24% | 38<br>24% | 50<br>25%       | 113<br>22%  | 88<br>25%       | 43<br>29%<br>f                   | 57<br>29%<br>cdf | 46<br>22%  | 56<br>18%    | 159<br>22%              | 145<br>24%<br>c                   | 13<br>13%     |
| 23-Jan         | <b>194</b><br><b>23%</b> | 58<br>23% | 52<br>20% | 38<br>25% | 46<br>23%       | 110<br>22%  | 85<br>24%       | 39<br>27%                        | 47<br>24%        | 45<br>21%  | 63<br>21%    | 155<br>22%              | 136<br>22%                        | 18<br>18%     |
| 24-Jan         | <b>95</b><br><b>11%</b>  | 32<br>13% | 26<br>10% | 11<br>7%  | 25<br>13%       | 58<br>11%   | 37<br>10%       | 16<br>11%                        | 24<br>12%        | 21<br>10%  | 35<br>11%    | 79<br>11%               | 66<br>11%                         | 13<br>13%     |
| 25-Jan         | <b>47</b><br><b>6%</b>   | 16<br>7%  | 10<br>4%  | 7<br>4%   | 14<br>7%        | 26<br>5%    | 21<br>6%        | 9<br>6%                          | 15<br>8%         | 11<br>5%   | 12<br>4%     | 38<br>5%                | 37<br>6%                          | 1<br>1%       |
| 26-Jan         | <b>235</b><br><b>27%</b> | 61<br>25% | 76<br>30% | 44<br>28% | 53<br>26%       | 138<br>27%  | 97<br>27%       | 50<br>34%<br>b                   | 56<br>29%        | 40<br>19%  | 88<br>29%    | 185<br>26%<br>b         | 159<br>26%<br>b                   | 25<br>25%     |
| 27-Jan         | <b>233</b><br><b>27%</b> | 73<br>29% | 67<br>26% | 39<br>25% | 54<br>27%       | 140<br>28%  | 93<br>26%       | 48<br>32%                        | 62<br>32%        | 52<br>25%  | 72<br>23%    | 186<br>26%              | 161<br>26%                        | 25<br>24%     |
| 28-Jan         | <b>236</b><br><b>27%</b> | 56<br>23% | 74<br>28% | 49<br>31% | 57<br>29%       | 130<br>26%  | 106<br>30%      | 46<br>32%                        | 51<br>26%        | 57<br>27%  | 82<br>27%    | 190<br>27%              | 162<br>27%                        | 27<br>27%     |
| 29-Jan         | <b>211</b><br><b>25%</b> | 50<br>21% | 53<br>21% | 38<br>25% | 69<br>35%<br>TU | 104<br>21%  | 107<br>30%<br>X | 52<br>35%<br>bcde                | 47<br>24%        | 44<br>21%  | 68<br>22%    | 159<br>22%              | 138<br>23%                        | 21<br>20%     |
| 30-Jan         | <b>178</b><br><b>21%</b> | 48<br>19% | 45<br>18% | 26<br>17% | 58<br>29%<br>U  | 93<br>18%   | 84<br>24%       | 39<br>26%                        | 37<br>19%        | 40<br>19%  | 62<br>20%    | 139<br>20%              | 122<br>20%                        | 17<br>17%     |
| 31-Jan         | <b>81</b><br><b>9%</b>   | 18<br>7%  | 24<br>9%  | 13<br>8%  | 26<br>13%       | 42<br>8%    | 39<br>11%       | 15<br>10%                        | 16<br>8%         | 20<br>10%  | 30<br>10%    | 66<br>9%                | 56<br>9%                          | 10<br>9%      |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

|                | Total             | SEG       |           |           |           | Grouped SEG |             | Region                           |              |            |               |                         |                                   |                  |
|----------------|-------------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|---------------|-------------------------|-----------------------------------|------------------|
|                |                   | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c)  | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f)    |
| Weighted Base  | <b>860</b>        | 246       | 258       | 156       | 199       | 504         | 355         | 146                              | 196          | 212        | 306           | 714                     | 611                               | 103*             |
| Effective Base | <b>831</b>        | 247       | 264       | 164       | 162       | 511         | 321         | 129                              | 195          | 196        | 313           | 703                     | 605                               | 98               |
| 1-Feb          | <b>47</b><br>5%   | 16<br>6%  | 15<br>6%  | 5<br>3%   | 11<br>5%  | 31<br>6%    | 16<br>4%    | 8<br>5%                          | 10<br>5%     | 6<br>3%    | 24<br>8%<br>e | 39<br>5%<br>e           | 26<br>4%                          | 13<br>12%<br>bde |
| 2-Feb          | <b>212</b><br>25% | 56<br>23% | 67<br>26% | 34<br>22% | 56<br>28% | 123<br>24%  | 90<br>25%   | 53<br>36%<br>cdef                | 47<br>24%    | 53<br>25%  | 59<br>19%     | 159<br>22%              | 140<br>23%                        | 19<br>18%        |
| 3-Feb          | <b>217</b><br>25% | 60<br>24% | 64<br>25% | 37<br>24% | 55<br>28% | 124<br>25%  | 93<br>26%   | 37<br>25%                        | 49<br>25%    | 60<br>28%  | 71<br>23%     | 180<br>25%              | 163<br>27%                        | 17<br>16%        |
| 4-Feb          | <b>213</b><br>25% | 55<br>22% | 64<br>25% | 40<br>26% | 54<br>27% | 118<br>23%  | 94<br>27%   | 40<br>27%                        | 49<br>25%    | 51<br>24%  | 73<br>24%     | 173<br>24%              | 150<br>25%                        | 23<br>22%        |
| 5-Feb          | <b>181</b><br>21% | 43<br>17% | 53<br>20% | 31<br>20% | 54<br>27% | 96<br>19%   | 85<br>24%   | 31<br>21%                        | 40<br>20%    | 45<br>21%  | 65<br>21%     | 150<br>21%              | 127<br>21%                        | 22<br>22%        |
| 6-Feb          | <b>173</b><br>20% | 49<br>20% | 47<br>18% | 29<br>19% | 48<br>24% | 96<br>19%   | 77<br>22%   | 27<br>18%                        | 33<br>17%    | 46<br>22%  | 68<br>22%     | 147<br>21%              | 118<br>19%                        | 28<br>27%        |
| 7-Feb          | <b>86</b><br>10%  | 18<br>7%  | 27<br>10% | 13<br>9%  | 28<br>14% | 45<br>9%    | 42<br>12%   | 17<br>12%                        | 20<br>10%    | 20<br>10%  | 29<br>9%      | 69<br>10%               | 59<br>10%                         | 10<br>10%        |
| 8-Feb          | <b>47</b><br>6%   | 18<br>7%  | 10<br>4%  | 7<br>4%   | 13<br>7%  | 27<br>5%    | 20<br>6%    | 10<br>7%                         | 12<br>6%     | 14<br>7%   | 11<br>4%      | 37<br>5%                | 33<br>5%                          | 4<br>4%          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 8**  
**Q1b/c Date and month of call**  
**Base: All respondents**

|                 | Total      | Type of call |                    |                            |                |                   | No. calls before answer |            |                 |
|-----------------|------------|--------------|--------------------|----------------------------|----------------|-------------------|-------------------------|------------|-----------------|
|                 |            | Silent (A)   | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)         | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)          |
| Unweighted Base | 860        | 518          | 140                | 433                        | 606            | 221               | 413                     | 681        | 324             |
| Weighted Base   | 860        | 519          | 150                | 443                        | 602            | 217               | 411                     | 679        | 326             |
| Effective Base  | 831        | 422          | 109                | 354                        | 502            | 185               | 335                     | 560        | 260             |
| 12-Jan          | 288<br>33% | 231<br>45%   | 80<br>54%          | 210<br>47%                 | 255<br>42%     | 103<br>47%        | 185<br>45%<br>G         | 272<br>40% | 154<br>47%<br>G |
| 13-Jan          | 265<br>31% | 216<br>42%   | 74<br>49%          | 191<br>43%                 | 231<br>38%     | 105<br>48%<br>D   | 178<br>43%<br>G         | 248<br>36% | 147<br>45%<br>G |
| 14-Jan          | 261<br>30% | 219<br>42%   | 69<br>46%          | 190<br>43%                 | 232<br>38%     | 121<br>56%<br>ACD | 179<br>44%<br>G         | 248<br>37% | 152<br>46%<br>G |
| 15-Jan          | 260<br>30% | 209<br>40%   | 68<br>45%          | 196<br>44%<br>D            | 227<br>38%     | 98<br>45%         | 166<br>40%              | 253<br>37% | 143<br>44%<br>G |
| 16-Jan          | 227<br>26% | 185<br>36%   | 66<br>44%          | 172<br>39%<br>D            | 200<br>33%     | 84<br>39%         | 141<br>34%              | 216<br>32% | 125<br>38%<br>G |
| 17-Jan          | 103<br>12% | 84<br>16%    | 23<br>16%          | 67<br>15%                  | 89<br>15%      | 45<br>21%         | 71<br>17%               | 102<br>15% | 58<br>18%       |
| 18-Jan          | 51<br>6%   | 44<br>9%     | 18<br>12%          | 44<br>10%                  | 47<br>8%       | 18<br>8%          | 32<br>8%                | 49<br>7%   | 31<br>9%        |
| 19-Jan          | 230<br>27% | 195<br>38%   | 57<br>38%          | 164<br>37%                 | 212<br>35%     | 101<br>46%<br>ACD | 155<br>38%<br>G         | 218<br>32% | 130<br>40%<br>G |
| 20-Jan          | 241<br>28% | 196<br>38%   | 61<br>41%          | 179<br>40%                 | 225<br>37%     | 97<br>45%         | 156<br>38%<br>G         | 225<br>33% | 143<br>44%<br>G |
| 21-Jan          | 232<br>27% | 192<br>37%   | 53<br>36%          | 172<br>39%                 | 210<br>35%     | 99<br>45%<br>AD   | 163<br>40%<br>G         | 222<br>33% | 134<br>41%<br>G |
| 22-Jan          | 201<br>23% | 173<br>33%   | 50<br>33%          | 148<br>33%                 | 182<br>30%     | 87<br>40%<br>D    | 126<br>31%              | 192<br>28% | 118<br>36%<br>G |
| 23-Jan          | 194<br>23% | 172<br>33%   | 59<br>39%          | 144<br>32%                 | 178<br>30%     | 79<br>36%         | 138<br>34%<br>G         | 185<br>27% | 107<br>33%      |
| 24-Jan          | 95<br>11%  | 82<br>16%    | 29<br>20%          | 66<br>15%                  | 84<br>14%      | 44<br>20%<br>D    | 74<br>18%<br>G          | 92<br>13%  | 55<br>17%       |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 8**  
**Q1b/c Date and month of call**  
**Base: All respondents**

|                | Total      | Type of call |                    |                            |                |                   | No. calls before answer |            |                 |
|----------------|------------|--------------|--------------------|----------------------------|----------------|-------------------|-------------------------|------------|-----------------|
|                |            | Silent (A)   | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)         | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)          |
| Weighted Base  | 860        | 519          | 150                | 443                        | 602            | 217               | 411                     | 679        | 326             |
| Effective Base | 831        | 422          | 109                | 354                        | 502            | 185               | 335                     | 560        | 260             |
| 25-Jan         | 47<br>6%   | 41<br>8%     | 14<br>9%           | 33<br>8%                   | 43<br>7%       | 21<br>10%         | 33<br>8%                | 47<br>7%   | 22<br>7%        |
| 26-Jan         | 235<br>27% | 191<br>37%   | 65<br>44%          | 178<br>40%<br>D            | 206<br>34%     | 88<br>40%         | 159<br>39%<br>G         | 225<br>33% | 120<br>37%      |
| 27-Jan         | 233<br>27% | 193<br>37%   | 58<br>38%          | 169<br>38%                 | 210<br>35%     | 97<br>45%<br>D    | 152<br>37%              | 224<br>33% | 127<br>39%      |
| 28-Jan         | 236<br>27% | 199<br>38%   | 57<br>38%          | 176<br>40%                 | 215<br>36%     | 104<br>48%<br>AD  | 150<br>36%              | 229<br>34% | 124<br>38%      |
| 29-Jan         | 211<br>25% | 169<br>33%   | 52<br>35%          | 153<br>34%                 | 190<br>32%     | 92<br>42%<br>AD   | 136<br>33%              | 202<br>30% | 111<br>34%      |
| 30-Jan         | 178<br>21% | 150<br>29%   | 47<br>31%          | 140<br>32%<br>D            | 160<br>27%     | 67<br>31%         | 116<br>28%              | 167<br>25% | 97<br>30%       |
| 31-Jan         | 81<br>9%   | 73<br>14%    | 22<br>15%          | 61<br>14%                  | 74<br>12%      | 35<br>16%         | 52<br>13%               | 79<br>12%  | 49<br>15%       |
| 1-Feb          | 47<br>5%   | 40<br>8%     | 16<br>11%          | 38<br>8%                   | 42<br>7%       | 11<br>5%          | 29<br>7%                | 43<br>6%   | 29<br>9%        |
| 2-Feb          | 212<br>25% | 174<br>34%   | 57<br>38%          | 148<br>33%                 | 189<br>31%     | 104<br>48%<br>ACD | 151<br>37%<br>G         | 203<br>30% | 115<br>35%      |
| 3-Feb          | 217<br>25% | 191<br>37%   | 66<br>44%<br>D     | 163<br>37%                 | 198<br>33%     | 87<br>40%         | 138<br>34%              | 209<br>31% | 123<br>38%<br>G |
| 4-Feb          | 213<br>25% | 179<br>34%   | 49<br>33%          | 156<br>35%                 | 193<br>32%     | 89<br>41%<br>D    | 138<br>34%              | 202<br>30% | 121<br>37%<br>G |
| 5-Feb          | 181<br>21% | 154<br>30%   | 46<br>31%          | 134<br>30%                 | 167<br>28%     | 80<br>37%<br>D    | 126<br>31%<br>G         | 171<br>25% | 99<br>30%       |
| 6-Feb          | 173<br>20% | 149<br>29%   | 59<br>39%<br>D     | 134<br>30%                 | 164<br>27%     | 76<br>35%<br>D    | 122<br>30%<br>G         | 164<br>24% | 109<br>33%<br>G |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 8**  
**Q1b/c Date and month of call**  
**Base: All respondents**

| Total          | Type of call |                    |                            |                |           | No. calls before answer |            |           |           |
|----------------|--------------|--------------------|----------------------------|----------------|-----------|-------------------------|------------|-----------|-----------|
|                | Silent (A)   | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E) | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)    |           |
| Weighted Base  | 860          | 519                | 150                        | 443            | 602       | 217                     | 411        | 679       | 326       |
| Effective Base | 831          | 422                | 109                        | 354            | 502       | 185                     | 335        | 560       | 260       |
| 7-Feb          | 86<br>10%    | 73<br>14%          | 26<br>18%                  | 64<br>14%      | 82<br>14% | 45<br>21%<br>AD         | 54<br>13%  | 81<br>12% | 51<br>16% |
| 8-Feb          | 47<br>6%     | 39<br>8%           | 11<br>7%                   | 38<br>9%       | 40<br>7%  | 22<br>10%               | 33<br>8%   | 43<br>6%  | 21<br>6%  |



**Table 9**  
**Q2 Time of call**  
**Base: All Calls**

| Total           | Age                       |                   |                   |                  |                 |                 | Grouped Age        |                  |                  | Gender           |               | Working status   |                    |                  |                  |                         |                  | Grouped working status |                    |                  |      |
|-----------------|---------------------------|-------------------|-------------------|------------------|-----------------|-----------------|--------------------|------------------|------------------|------------------|---------------|------------------|--------------------|------------------|------------------|-------------------------|------------------|------------------------|--------------------|------------------|------|
|                 | 16-24<br>(A)              | 25-34<br>(B)      | 35-44<br>(C)      | 45-54<br>(D)     | 55-64<br>(E)    | 65+<br>(F)      | 16-34<br>(G)       | 35-54<br>(H)     | 55+<br>(I)       | Male<br>(J)      | Female<br>(K) | Full time<br>(L) | Part time<br>(M)   | Homemaker<br>(N) | Student<br>(O)   | Temp not working<br>(P) | Retired<br>(Q)   | Working<br>(R)         | Not working<br>(S) |                  |      |
| Unweighted Base | <b>7325</b>               | 304               | 682               | 977              | 1268            | 1439            | 2655               | 986              | 2245             | 4094             | 3506          | 3819             | 2034               | 988              | 2245             | 795                     | 107              | 615                    | 2886               | 2922             | 4403 |
| Weighted Base   | <b>7278</b>               | 565               | 617               | 880              | 1165            | 1361            | 2690               | 1182             | 2045             | 4051             | 3750          | 3529             | 2139               | 957              | 642              | 320                     | 284              | 2937                   | 3096               | 4183             |      |
| Effective Base  | <b>6004</b>               | 244               | 624               | 870              | 1139            | 1159            | 2246               | 727              | 2009             | 3405             | 2785          | 3299             | 1787               | 862              | 764              | 104                     | 523              | 2448                   | 2646               | 3363             |      |
| 6am - 12pm      | <b>2092</b><br><b>29%</b> | 151<br>27%        | 173<br>28%        | 205<br>23%       | 341<br>29%<br>C | 409<br>30%<br>C | 812<br>30%<br>C    | 324<br>27%       | 546<br>27%       | 1221<br>30%<br>H | 1109<br>30%   | 983<br>28%       | 569<br>27%         | 295<br>31%       | 188<br>29%       | 83<br>26%               | 71<br>25%        | 885<br>30%             | 864<br>28%         | 1228<br>29%      |      |
| 12pm - 6pm      | <b>3883</b><br><b>53%</b> | 259<br>46%        | 292<br>47%        | 479<br>54%<br>B  | 628<br>54%<br>B | 698<br>51%      | 1528<br>57%<br>ABE | 550<br>47%       | 1106<br>54%<br>G | 2226<br>55%<br>G | 1926<br>51%   | 1957<br>55%<br>J | 1065<br>50%        | 495<br>52%       | 369<br>58%<br>LO | 135<br>42%              | 161<br>57%<br>LO | 1658<br>56%<br>LO      | 1560<br>50%        | 2323<br>56%<br>R |      |
| 6pm - 6am       | <b>1296</b><br><b>18%</b> | 156<br>28%<br>DEF | 151<br>24%<br>DEF | 197<br>22%<br>DF | 196<br>17%<br>F | 254<br>19%<br>F | 343<br>13%         | 307<br>26%<br>HI | 392<br>19%<br>I  | 596<br>15%       | 711<br>19%    | 585<br>17%       | 504<br>24%<br>MNPQ | 166<br>17%<br>Q  | 85<br>13%        | 103<br>32%<br>MNPQ      | 52<br>18%<br>Q   | 386<br>13%             | 671<br>22%<br>S    | 625<br>15%       |      |
| No answer       | <b>8</b>                  | -                 | 1                 | -                | -               | -               | 7                  | 1                | -                | 7                | 3             | 5                | 1                  | -                | -                | -                       | -                | 7                      | 1                  | 7                |      |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
Overlap formulae used.  
Prepared by GfK NOP on behalf of Ofcom



**Table 9**  
**Q2 Time of call**  
**Base: All Calls**

|                 | Total                     | SEG         |             |            |             | Grouped SEG |             | Region                           |                 |            |                  |                         |                                   |                 |
|-----------------|---------------------------|-------------|-------------|------------|-------------|-------------|-------------|----------------------------------|-----------------|------------|------------------|-------------------------|-----------------------------------|-----------------|
|                 |                           | AB<br>(T)   | C1<br>(U)   | C2<br>(V)  | DE<br>(W)   | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)    | Mid<br>(b) | South<br>(c)     | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f)   |
| Unweighted Base | <b>7325</b>               | 2062        | 2162        | 1276       | 1819        | 4224        | 3095        | 1568                             | 1783            | 1505       | 2469             | 5757                    | 5099                              | 658             |
| Weighted Base   | <b>7278</b>               | 1968        | 2089        | 1267       | 1949        | 4057        | 3216        | 1644                             | 1627            | 1575       | 2432             | 5634                    | 4894                              | 741             |
| Effective Base  | <b>6004</b>               | 1829        | 1812        | 1049       | 1375        | 3637        | 2409        | 1157                             | 1543            | 1255       | 2116             | 4893                    | 4388                              | 532             |
| 6am - 12pm      | <b>2092</b><br><b>29%</b> | 583<br>30%  | 588<br>28%  | 347<br>27% | 575<br>29%  | 1170<br>29% | 922<br>29%  | 505<br>31%<br>a                  | 415<br>25%      | 460<br>29% | 712<br>29%       | 1587<br>28%<br>a        | 1375<br>28%<br>a                  | 211<br>29%      |
| 12pm - 6pm      | <b>3883</b><br><b>53%</b> | 1028<br>52% | 1124<br>54% | 698<br>55% | 1026<br>53% | 2153<br>53% | 1724<br>54% | 798<br>49%                       | 902<br>55%<br>Z | 844<br>54% | 1339<br>55%<br>Z | 3084<br>55%<br>Z        | 2667<br>55%<br>Z                  | 417<br>56%<br>Z |
| 6pm - 6am       | <b>1296</b><br><b>18%</b> | 356<br>18%  | 377<br>18%  | 219<br>17% | 344<br>18%  | 733<br>18%  | 563<br>17%  | 339<br>21%<br>cdef               | 309<br>19%<br>c | 265<br>17% | 382<br>16%       | 956<br>17%              | 844<br>17%                        | 112<br>15%      |
| No answer       | <b>8</b>                  | 1           | -           | 3          | 4           | 1           | 7           | 1                                | 1               | 6<br>c     | -                | 7                       | 7                                 | -               |



**Table 10**  
**Q2 Time of call**  
**Base: All Calls**

| Total           | Type of call |                    |                            |                 |                   | No. calls before answer |            |             |            |
|-----------------|--------------|--------------------|----------------------------|-----------------|-------------------|-------------------------|------------|-------------|------------|
|                 | Silent (A)   | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)  | Other (E)         | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)      |            |
| Unweighted Base | 7325         | 2346               | 261                        | 1384            | 2652              | 594                     | 1687       | 4242        | 1201       |
| Weighted Base   | 7278         | 2298               | 301                        | 1416            | 2576              | 571                     | 1625       | 4205        | 1250       |
| Effective Base  | 6004         | 1954               | 191                        | 1113            | 2206              | 486                     | 1431       | 3463        | 953        |
| 6am - 12pm      | 2092<br>29%  | 675<br>29%         | 106<br>35%                 | 415<br>29%      | 704<br>27%        | 145<br>25%              | 499<br>31% | 1183<br>28% | 359<br>29% |
| 12pm - 6pm      | 3883<br>53%  | 1161<br>57%<br>B   | 122<br>40%                 | 751<br>53%<br>B | 1450<br>56%<br>AB | 340<br>60%<br>AB        | 852<br>52% | 2277<br>54% | 633<br>51% |
| 6pm - 6am       | 1296<br>18%  | 460<br>20%<br>D    | 73<br>24%<br>DE            | 250<br>18%      | 417<br>16%        | 86<br>15%               | 275<br>17% | 740<br>18%  | 258<br>21% |
| No answer       | 8            | 2                  | 1                          | -               | 5                 | -                       | -          | 6           | -          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
Prepared by GfK NOP on behalf of Ofcom





**Table 11**  
**Q2 Time of call**  
**Base: All respondents**

| Total           | Age        |           |           |            |                  |                  | Grouped Age        |            |            | Gender           |            | Working status |               |               |             |                      |                | Grouped working status |                 |                 |
|-----------------|------------|-----------|-----------|------------|------------------|------------------|--------------------|------------|------------|------------------|------------|----------------|---------------|---------------|-------------|----------------------|----------------|------------------------|-----------------|-----------------|
|                 | 16-24 (A)  | 25-34 (B) | 35-44 (C) | 45-54 (D)  | 55-64 (E)        | 65+ (F)          | 16-34 (G)          | 35-54 (H)  | 55+ (I)    | Male (J)         | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q)    | Working (R)            | Not working (S) |                 |
| Unweighted Base | 860        | 58        | 147       | 176        | 157              | 132              | 190                | 205        | 333        | 322              | 400        | 460            | 352           | 121           | 76          | 19                   | 75             | 217                    | 473             | 387             |
| Weighted Base   | 860        | 99*       | 138       | 167        | 142              | 118              | 196                | 237        | 309        | 314              | 410        | 450            | 353           | 131           | 67*         | 53**                 | 33*            | 221                    | 485             | 375             |
| Effective Base  | 831        | 54        | 179       | 198        | 154              | 126              | 176                | 194        | 351        | 300              | 373        | 461            | 391           | 133           | 83          | 22                   | 75             | 204                    | 523             | 319             |
| 6am - 12pm      | 542<br>63% | 50<br>51% | 69<br>50% | 85<br>51%  | 94<br>66%<br>BC  | 85<br>72%<br>ABC | 159<br>81%<br>ABCD | 119<br>50% | 178<br>58% | 244<br>78%<br>GH | 259<br>63% | 282<br>63%     | 188<br>53%    | 87<br>66%     | 46<br>68%   | 23<br>44%            | 22<br>67%      | 175<br>79%<br>LM       | 275<br>57%      | 267<br>71%<br>R |
| 12pm - 6pm      | 677<br>79% | 74<br>74% | 87<br>63% | 116<br>69% | 119<br>84%<br>BC | 102<br>87%<br>BC | 179<br>91%<br>ABC  | 160<br>68% | 235<br>76% | 281<br>89%<br>GH | 330<br>80% | 347<br>77%     | 252<br>71%    | 107<br>82%    | 53<br>79%   | 38<br>71%            | 29<br>87%<br>L | 197<br>89%<br>L        | 359<br>74%      | 317<br>85%<br>R |
| 6pm - 6am       | 459<br>53% | 56<br>56% | 62<br>45% | 72<br>43%  | 81<br>57%<br>C   | 68<br>58%<br>C   | 120<br>61%<br>BC   | 118<br>50% | 153<br>49% | 188<br>60%<br>H  | 224<br>55% | 234<br>52%     | 178<br>50%    | 64<br>49%     | 30<br>45%   | 35<br>66%            | 18<br>55%      | 133<br>60%             | 242<br>50%      | 216<br>58%      |
| No answer       | 7<br>1%    | -         | 1<br>1%   | -          | -                | -                | 6<br>3%            | 1<br>*     | -          | 6<br>2%          | 3<br>1%    | 4<br>1%        | 1<br>*        | -             | -           | -                    | -              | 6<br>3%<br>L           | 1<br>*          | 6<br>2%         |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 11**  
**Q2 Time of call**  
**Base: All respondents**

|                 | Total                    | SEG        |            |                 |                 | Grouped SEG |             | Region                           |                 |              |              |                         |                                   |               |
|-----------------|--------------------------|------------|------------|-----------------|-----------------|-------------|-------------|----------------------------------|-----------------|--------------|--------------|-------------------------|-----------------------------------|---------------|
|                 |                          | AB<br>(T)  | C1<br>(U)  | C2<br>(V)       | DE<br>(W)       | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)    | Mid<br>(b)   | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base | <b>860</b>               | 245        | 260        | 158             | 196             | 505         | 354         | 143                              | 213             | 201          | 303          | 717                     | 626                               | 91            |
| Weighted Base   | <b>860</b>               | 246        | 258        | 156             | 199             | 504         | 355         | 146                              | 196             | 212          | 306          | 714                     | 611                               | 103*          |
| Effective Base  | <b>831</b>               | 247        | 264        | 164             | 162             | 511         | 321         | 129                              | 195             | 196          | 313          | 703                     | 605                               | 98            |
| 6am - 12pm      | <b>542</b><br><b>63%</b> | 160<br>65% | 140<br>54% | 106<br>68%<br>U | 136<br>68%<br>U | 300<br>59%  | 242<br>68%  | 99<br>68%                        | 121<br>62%      | 134<br>64%   | 187<br>61%   | 442<br>62%              | 382<br>63%                        | 60<br>58%     |
| 12pm - 6pm      | <b>677</b><br><b>79%</b> | 193<br>78% | 195<br>76% | 120<br>77%      | 168<br>84%      | 388<br>77%  | 287<br>81%  | 119<br>82%                       | 162<br>82%<br>f | 166<br>79%   | 229<br>75%   | 557<br>78%<br>f         | 488<br>80%<br>df                  | 70<br>68%     |
| 6pm - 6am       | <b>459</b><br><b>53%</b> | 132<br>54% | 137<br>53% | 77<br>49%       | 113<br>57%      | 269<br>53%  | 190<br>54%  | 82<br>56%                        | 109<br>56%      | 102<br>48%   | 166<br>54%   | 377<br>53%              | 328<br>54%                        | 49<br>47%     |
| No answer       | <b>7</b><br><b>1%</b>    | 1<br>*     | -<br>-     | 3<br>2%         | 3<br>2%         | 1<br>*      | 6<br>2%     | 1<br>1%                          | 1<br>1%         | 5<br>2%<br>c | -<br>-       | 6<br>1%                 | 6<br>1%                           | -<br>-        |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 12**  
**Q2 Time of call**  
**Base: All respondents**

|                 | Total      | Type of call    |                    |                            |                |                   | No. calls before answer |            |                 |
|-----------------|------------|-----------------|--------------------|----------------------------|----------------|-------------------|-------------------------|------------|-----------------|
|                 |            | Silent (A)      | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)         | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)          |
| Unweighted Base | 860        | 518             | 140                | 433                        | 606            | 221               | 413                     | 681        | 324             |
| Weighted Base   | 860        | 519             | 150                | 443                        | 602            | 217               | 411                     | 679        | 326             |
| Effective Base  | 831        | 422             | 109                | 354                        | 502            | 185               | 335                     | 560        | 260             |
| 6am - 12pm      | 542<br>63% | 416<br>80%      | 124<br>83%         | 362<br>82%                 | 472<br>78%     | 199<br>92%<br>ACD | 334<br>81%<br>G         | 512<br>75% | 273<br>84%<br>G |
| 12pm - 6pm      | 677<br>79% | 492<br>95%<br>D | 148<br>99%<br>D    | 427<br>96%<br>D            | 556<br>92%     | 210<br>96%<br>D   | 396<br>96%<br>G         | 625<br>92% | 315<br>97%<br>G |
| 6pm - 6am       | 459<br>53% | 362<br>70%<br>D | 112<br>75%         | 311<br>70%<br>D            | 393<br>65%     | 165<br>76%<br>D   | 287<br>70%<br>G         | 434<br>64% | 242<br>74%<br>G |
| No answer       | 7<br>1%    | 6<br>1%         | 3<br>2%            | 5<br>1%                    | 7<br>1%        | 1<br>1%           | 7<br>2%                 | 7<br>1%    | 2<br>1%         |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
Prepared by GfK NOP on behalf of Ofcom



**Table 13**  
**Q2b Number of rings before answered**  
**Base: All Calls**

| Total  | Age          |                  |                 |                 |                    |                      | Grouped Age     |                 |                   | Gender          |               | Working status   |                  |                  |                |                         |                   | Grouped working status |                    |
|--|--------------|------------------|-----------------|-----------------|--------------------|----------------------|-----------------|-----------------|-------------------|-----------------|---------------|------------------|------------------|------------------|----------------|-------------------------|-------------------|------------------------|--------------------|
|  | 16-24<br>(A) | 25-34<br>(B)     | 35-44<br>(C)    | 45-54<br>(D)    | 55-64<br>(E)       | 65+<br>(F)           | 16-34<br>(G)    | 35-54<br>(H)    | 55+<br>(I)        | Male<br>(J)     | Female<br>(K) | Full time<br>(L) | Part time<br>(M) | Homemaker<br>(N) | Student<br>(O) | Temp not working<br>(P) | Retired<br>(Q)    | Working<br>(R)         | Not working<br>(S) |
| Unweighted Base<br><b>7325</b>                 | 304          | 682              | 977             | 1268            | 1439               | 2655                 | 986             | 2245            | 4094              | 3506            | 3819          | 2034             | 888              | 795              | 107            | 615                     | 2886              | 2922                   | 4403               |
| Weighted Base<br><b>7278</b>                   | 565          | 617              | 880             | 1165            | 1361               | 2690                 | 1182            | 2045            | 4051              | 3750            | 3529          | 2139             | 957              | 642              | 320            | 284                     | 2937              | 3096                   | 4183               |
| Effective Base<br><b>6004</b>                  | 244          | 624              | 870             | 1139            | 1159               | 2246                 | 727             | 2009            | 3405              | 2785            | 3299          | 1787             | 862              | 764              | 104            | 523                     | 2448              | 2646                   | 3363               |
| 1 - 2 rings<br><b>1625</b><br><b>22%</b>       | 140<br>25%   | 176<br>29%<br>EF | 214<br>24%<br>F | 286<br>25%<br>F | 299<br>22%         | 509<br>19%           | 317<br>27%<br>I | 500<br>24%<br>I | 809<br>20%        | 794<br>21%      | 831<br>24%    | 483<br>23%       | 228<br>24%       | 142<br>22%       | 67<br>21%      | 86<br>30%<br>LMNQ       | 620<br>21%        | 711<br>23%             | 914<br>22%         |
| 3 - 5 rings<br><b>4205</b><br><b>58%</b>       | 302<br>53%   | 322<br>52%       | 489<br>56%      | 654<br>56%      | 753<br>55%         | 1686<br>63%<br>ABCDE | 624<br>53%      | 1143<br>56%     | 2438<br>60%<br>GH | 2173<br>58%     | 2033<br>58%   | 1160<br>54%      | 545<br>57%       | 371<br>58%       | 171<br>53%     | 152<br>54%              | 1805<br>61%<br>LP | 1706<br>55%            | 2500<br>60%<br>R   |
| More than 5 rings<br><b>1250</b><br><b>17%</b> | 112<br>20%   | 98<br>16%        | 143<br>16%      | 185<br>16%      | 288<br>21%<br>BCDF | 424<br>16%           | 210<br>18%      | 328<br>16%      | 712<br>18%        | 699<br>19%<br>K | 551<br>16%    | 413<br>19%<br>Q  | 163<br>17%       | 117<br>18%       | 77<br>24%      | 42<br>15%               | 438<br>15%        | 577<br>19%             | 674<br>16%         |
| No answer<br><b>197</b><br><b>3%</b>           | 11<br>2%     | 20<br>3%         | 34<br>4%<br>E   | 40<br>3%<br>E   | 21<br>2%           | 71<br>3%             | 31<br>3%        | 74<br>4%<br>I   | 92<br>2%          | 83<br>2%        | 114<br>3%     | 82<br>4%<br>P    | 19<br>2%         | 12<br>2%         | 5<br>2%        | 4<br>1%                 | 74<br>3%          | 102<br>3%              | 96<br>2%           |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 13**  
**Q2b Number of rings before answered**  
**Base: All Calls**

|                   | Total                     | SEG               |                  |                 |                  | Grouped SEG      |             | Region                           |                 |                 |                  |                         |                                   |                      |
|-------------------|---------------------------|-------------------|------------------|-----------------|------------------|------------------|-------------|----------------------------------|-----------------|-----------------|------------------|-------------------------|-----------------------------------|----------------------|
|                   |                           | AB<br>(T)         | C1<br>(U)        | C2<br>(V)       | DE<br>(W)        | ABC1<br>(X)      | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)    | Mid<br>(b)      | South<br>(c)     | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f)        |
| Unweighted Base   | <b>7325</b>               | 2062              | 2162             | 1276            | 1819             | 4224             | 3095        | 1568                             | 1783            | 1505            | 2469             | 5757                    | 5099                              | 658                  |
| Weighted Base     | <b>7278</b>               | 1968              | 2089             | 1267            | 1949             | 4057             | 3216        | 1644                             | 1627            | 1575            | 2432             | 5634                    | 4894                              | 741                  |
| Effective Base    | <b>6004</b>               | 1829              | 1812             | 1049            | 1375             | 3637             | 2409        | 1157                             | 1543            | 1255            | 2116             | 4893                    | 4388                              | 532                  |
| 1 - 2 rings       | <b>1625</b><br><b>22%</b> | 598<br>30%<br>UVW | 417<br>20%       | 225<br>18%      | 383<br>20%       | 1015<br>25%<br>Y | 607<br>19%  | 320<br>19%                       | 351<br>22%      | 356<br>23%      | 599<br>25%<br>Ze | 1306<br>23%<br>Ze       | 1072<br>22%                       | 234<br>32%<br>Zabcde |
| 3 - 5 rings       | <b>4205</b><br><b>58%</b> | 1055<br>54%       | 1242<br>59%<br>T | 768<br>61%<br>T | 1138<br>58%<br>T | 2296<br>57%      | 1906<br>59% | 928<br>56%                       | 962<br>59%      | 901<br>57%      | 1414<br>58%      | 3278<br>58%             | 2870<br>59%                       | 407<br>55%           |
| More than 5 rings | <b>1250</b><br><b>17%</b> | 270<br>14%        | 383<br>18%<br>T  | 248<br>20%<br>T | 349<br>18%<br>T  | 653<br>16%       | 597<br>19%  | 351<br>21%<br>abcd<br>ef         | 263<br>16%<br>f | 270<br>17%<br>f | 366<br>15%<br>f  | 899<br>16%<br>f         | 813<br>17%<br>df                  | 86<br>12%            |
| No answer         | <b>197</b><br><b>3%</b>   | 45<br>2%          | 47<br>2%         | 26<br>2%        | 79<br>4%<br>TUV  | 92<br>2%         | 105<br>3%   | 45<br>3%                         | 51<br>3%        | 48<br>3%        | 53<br>2%         | 152<br>3%               | 138<br>3%                         | 14<br>2%             |



**Table 14**  
**Q2b Number of rings before answered**  
**Base: All Calls**

|                   | Total                     | Type of call     |                    |                            |                    |                 | No. calls before answer |                    |                    |
|-------------------|---------------------------|------------------|--------------------|----------------------------|--------------------|-----------------|-------------------------|--------------------|--------------------|
|                   |                           | Silent (A)       | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)     | Other (E)       | 1 to 2 (F)              | 3 to 5 (G)         | 6+ (H)             |
| Unweighted Base   | <b>7325</b>               | 2346             | 261                | 1384                       | 2652               | 594             | 1687                    | 4242               | 1201               |
| Weighted Base     | <b>7278</b>               | 2298             | 301                | 1416                       | 2576               | 571             | 1625                    | 4205               | 1250               |
| Effective Base    | <b>6004</b>               | 1954             | 191                | 1113                       | 2206               | 486             | 1431                    | 3463               | 953                |
| 1 - 2 rings       | <b>1625</b><br><b>22%</b> | 493<br>21%       | 43<br>14%          | 329<br>23%<br>B            | 614<br>24%<br>B    | 131<br>23%      | 1625<br>100%<br>GH      | -                  | -                  |
| 3 - 5 rings       | <b>4205</b><br><b>58%</b> | 1240<br>54%      | 163<br>54%         | 795<br>56%                 | 1633<br>63%<br>ACE | 300<br>52%      | -                       | 4205<br>100%<br>FH | -                  |
| More than 5 rings | <b>1250</b><br><b>17%</b> | 527<br>23%<br>CD | 83<br>27%<br>CD    | 223<br>16%<br>D            | 292<br>11%         | 116<br>20%<br>D | -                       | -                  | 1250<br>100%<br>FG |
| No answer         | <b>197</b><br><b>3%</b>   | 38<br>2%         | 12<br>4%<br>D      | 70<br>5%<br>AD             | 36<br>1%           | 24<br>4%<br>AD  | -                       | -                  | -                  |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 15**  
**Q2b Number of rings before answered**  
**Base: All respondents**

| Total             | Age        |           |           |            |                 |                  | Grouped Age      |            |            | Gender           |            | Working status |               |               |             |                      |             | Grouped working status |                 |                 |
|-------------------|------------|-----------|-----------|------------|-----------------|------------------|------------------|------------|------------|------------------|------------|----------------|---------------|---------------|-------------|----------------------|-------------|------------------------|-----------------|-----------------|
|                   | 16-24 (A)  | 25-34 (B) | 35-44 (C) | 45-54 (D)  | 55-64 (E)       | 65+ (F)          | 16-34 (G)        | 35-54 (H)  | 55+ (I)    | Male (J)         | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |                 |
| Unweighted Base   | 860        | 58        | 147       | 176        | 157             | 132              | 190              | 205        | 333        | 322              | 400        | 460            | 352           | 121           | 76          | 19                   | 75          | 217                    | 473             | 387             |
| Weighted Base     | 860        | 99*       | 138       | 167        | 142             | 118              | 196              | 237        | 309        | 314              | 410        | 450            | 353           | 131           | 67*         | 53**                 | 33*         | 221                    | 485             | 375             |
| Effective Base    | 831        | 54        | 179       | 198        | 154             | 126              | 176              | 194        | 351        | 300              | 373        | 461            | 391           | 133           | 83          | 22                   | 75          | 204                    | 523             | 319             |
| 1 - 2 rings       | 411<br>48% | 54<br>55% | 63<br>46% | 66<br>40%  | 71<br>50%       | 52<br>44%        | 105<br>54%<br>C  | 117<br>49% | 137<br>44% | 157<br>50%       | 184<br>45% | 227<br>50%     | 145<br>41%    | 59<br>45%     | 37<br>55%   | 35<br>65%            | 16<br>49%   | 119<br>54%<br>L        | 203<br>42%      | 208<br>55%<br>R |
| 3 - 5 rings       | 679<br>79% | 76<br>77% | 97<br>71% | 117<br>70% | 117<br>83%<br>C | 100<br>85%<br>BC | 173<br>88%<br>BC | 173<br>73% | 234<br>76% | 272<br>87%<br>GH | 328<br>80% | 351<br>78%     | 261<br>74%    | 105<br>80%    | 56<br>83%   | 41<br>77%            | 25<br>76%   | 191<br>87%<br>L        | 365<br>75%      | 314<br>84%<br>R |
| More than 5 rings | 326<br>38% | 32<br>32% | 40<br>29% | 57<br>34%  | 48<br>34%       | 54<br>46%<br>B   | 95<br>49%<br>BCD | 72<br>30%  | 105<br>34% | 149<br>48%<br>GH | 159<br>39% | 167<br>37%     | 119<br>34%    | 51<br>39%     | 21<br>31%   | 19<br>35%            | 13<br>39%   | 103<br>47%<br>L        | 171<br>35%      | 156<br>41%      |
| No answer         | 112<br>13% | 9<br>9%   | 15<br>11% | 21<br>13%  | 23<br>16%       | 12<br>10%        | 32<br>16%        | 25<br>10%  | 44<br>14%  | 44<br>14%        | 47<br>12%  | 65<br>14%      | 47<br>13%     | 14<br>11%     | 6<br>9%     | 5<br>10%             | 3<br>9%     | 36<br>16%              | 61<br>13%       | 51<br>14%       |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 15**  
**Q2b Number of rings before answered**  
**Base: All respondents**

|                   | Total                    | SEG        |            |            |                 | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|-------------------|--------------------------|------------|------------|------------|-----------------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                   |                          | AB<br>(T)  | C1<br>(U)  | C2<br>(V)  | DE<br>(W)       | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base   | <b>860</b>               | 245        | 260        | 158        | 196             | 505         | 354         | 143                              | 213          | 201        | 303          | 717                     | 626                               | 91            |
| Weighted Base     | <b>860</b>               | 246        | 258        | 156        | 199             | 504         | 355         | 146                              | 196          | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base    | <b>831</b>               | 247        | 264        | 164        | 162             | 511         | 321         | 129                              | 195          | 196        | 313          | 703                     | 605                               | 98            |
| 1 - 2 rings       | <b>411</b><br><b>48%</b> | 126<br>51% | 109<br>42% | 72<br>46%  | 104<br>52%      | 234<br>46%  | 176<br>50%  | 69<br>47%                        | 92<br>47%    | 107<br>51% | 143<br>47%   | 342<br>48%              | 294<br>48%                        | 48<br>47%     |
| 3 - 5 rings       | <b>679</b><br><b>79%</b> | 200<br>81% | 191<br>74% | 117<br>75% | 170<br>85%<br>U | 391<br>78%  | 287<br>81%  | 118<br>81%                       | 158<br>80%   | 166<br>79% | 237<br>77%   | 561<br>79%              | 488<br>80%                        | 73<br>71%     |
| More than 5 rings | <b>326</b><br><b>38%</b> | 87<br>35%  | 96<br>37%  | 62<br>40%  | 82<br>41%       | 182<br>36%  | 144<br>41%  | 67<br>46%                        | 70<br>36%    | 83<br>39%  | 107<br>35%   | 260<br>36%              | 228<br>37%                        | 32<br>31%     |
| No answer         | <b>112</b><br><b>13%</b> | 31<br>13%  | 28<br>11%  | 15<br>10%  | 37<br>19%       | 60<br>12%   | 53<br>15%   | 23<br>15%                        | 24<br>12%    | 27<br>13%  | 38<br>13%    | 90<br>13%               | 81<br>13%                         | 8<br>8%       |





**Table 16**  
**Q2b Number of rings before answered**  
**Base: All respondents**

|                   | Total      | Type of call    |                    |                            |                |                 | No. calls before answer |                   |                   |
|-------------------|------------|-----------------|--------------------|----------------------------|----------------|-----------------|-------------------------|-------------------|-------------------|
|                   |            | Silent (A)      | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)       | 1 to 2 (F)              | 3 to 5 (G)        | 6+ (H)            |
| Unweighted Base   | 860        | 518             | 140                | 433                        | 606            | 221             | 413                     | 681               | 324               |
| Weighted Base     | 860        | 519             | 150                | 443                        | 602            | 217             | 411                     | 679               | 326               |
| Effective Base    | 831        | 422             | 109                | 354                        | 502            | 185             | 335                     | 560               | 260               |
| 1 - 2 rings       | 411<br>48% | 326<br>63%      | 102<br>68%         | 289<br>65%<br>D            | 358<br>60%     | 148<br>68%<br>D | 411<br>100%<br>GH       | 378<br>56%        | 169<br>52%        |
| 3 - 5 rings       | 679<br>79% | 478<br>92%      | 143<br>95%         | 416<br>94%                 | 566<br>94%     | 207<br>95%      | 378<br>92%              | 679<br>100%<br>FH | 298<br>91%        |
| More than 5 rings | 326<br>38% | 272<br>52%<br>D | 9%<br>64%<br>ACD   | 222<br>50%                 | 284<br>47%     | 111<br>51%      | 169<br>41%              | 298<br>44%        | 326<br>100%<br>FG |
| No answer         | 112<br>13% | 78<br>15%       | 29<br>19%          | 83<br>19%<br>D             | 89<br>15%      | 44<br>20%       | 61<br>15%               | 99<br>15%         | 51<br>16%         |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 17**  
**Q3a-e Type of call**  
**Base: All Calls**

| Total  | Age          |                    |                  |                 |                 |                 | Grouped Age       |                  |                 | Gender           |              | Working status |                   |                  |                 |                         |                         | Grouped working status |                 |                |      |
|--|--------------|--------------------|------------------|-----------------|-----------------|-----------------|-------------------|------------------|-----------------|------------------|--------------|----------------|-------------------|------------------|-----------------|-------------------------|-------------------------|------------------------|-----------------|----------------|------|
|  | 16-24 (A)    | 25-34 (B)          | 35-44 (C)        | 45-54 (D)       | 55-64 (E)       | 65+ (F)         | 16-34 (G)         | 35-54 (H)        | 55+ (I)         | Male (J)         | Female (K)   | Full time (L)  | Part time (M)     | Homemaker (N)    | Student (O)     | Temp not working (P)    | Retired (Q)             | Working (R)            | Not working (S) |                |      |
| Unweighted Base  | 7325         | 304                | 682              | 977             | 1268            | 1439            | 2655              | 986              | 2245            | 4094             | 3506         | 3819           | 2034              | 888              | 2245            | 795                     | 107                     | 615                    | 2886            | 2922           | 4403 |
| Weighted Base  | 7278         | 565                | 617              | 880             | 1165            | 1361            | 2690              | 1182             | 2045            | 4051             | 3750         | 3529           | 2139              | 957              | 642             | 320                     | 284                     | 2937                   | 3096            | 4183           |      |
| Effective Base   | 6004         | 244                | 624              | 870             | 1139            | 1159            | 2246              | 727              | 2009            | 3405             | 2785         | 3299           | 1787              | 862              | 764             | 104                     | 523                     | 2448                   | 2646            | 3363           |      |
| Live marketing or sales call   | 2576<br>35%  | 156<br>28%         | 206<br>33%       | 327<br>37%<br>A | 435<br>37%<br>A | 443<br>33%      | 1009<br>37%<br>AE | 362<br>31%       | 762<br>37%<br>G | 1451<br>36%<br>G | 1300<br>35%  | 1275<br>36%    | 740<br>35%        | 370<br>39%       | 225<br>35%      | 86<br>27%               | 94<br>33%               | 1061<br>36%            | 1111<br>36%     | 1465<br>35%    |      |
| Recorded marketing message/<br>sales message trying to<br>promote a product/ service | 1416<br>19%  | 163<br>29%<br>CDEF | 150<br>24%<br>EF | 176<br>20%<br>A | 242<br>21%<br>F | 244<br>18%      | 441<br>16%        | 313<br>26%<br>HI | 418<br>20%<br>I | 685<br>17%       | 738<br>20%   | 679<br>19%     | 460<br>21%<br>NPQ | 192<br>20%<br>NP | 93<br>14%       | 115<br>36%<br>LMNP<br>Q | 38<br>13%               | 520<br>18%             | 651<br>21%<br>S | 765<br>18%     |      |
| Recorded message saying a<br>company has tried to contact<br>you                     | 301<br>4%    | 32<br>6%<br>F      | 36<br>6%<br>DF   | 43<br>5%<br>DF  | 30<br>3%        | 101<br>7%<br>DF | 59<br>2%          | 67<br>6%         | 73<br>4%        | 160<br>4%        | 159<br>4%    | 142<br>4%      | 124<br>6%<br>MQ   | 31<br>3%         | 30<br>5%        | 25<br>8%<br>Q           | 9<br>3%                 | 82<br>3%               | 155<br>5%<br>S  | 146<br>3%      |      |
| Silent   | 2298<br>32%  | 174<br>31%         | 190<br>31%       | 257<br>29%      | 335<br>29%      | 447<br>33%      | 895<br>33%<br>D   | 364<br>31%       | 593<br>29%      | 1342<br>33%<br>H | 1237<br>33%  | 1061<br>30%    | 650<br>30%        | 298<br>31%       | 208<br>32%      | 67<br>21%               | 112<br>40%<br>LMNO<br>Q | 964<br>33%             | 948<br>31%      | 1351<br>32%    |      |
| Other e.g. market research<br>call (please write down)                               | 571<br>8%    | 41<br>7%           | 35<br>6%         | 76<br>9%        | 97<br>8%        | 111<br>8%       | 212<br>8%         | 76<br>6%         | 173<br>8%       | 322<br>8%        | 296<br>8%    | 276<br>8%      | 165<br>8%         | 61<br>6%         | 64<br>10%<br>M  | 27<br>8%                | 31<br>11%<br>M          | 223<br>8%              | 227<br>7%       | 344<br>8%      |      |
| No answer  | 116<br>2%    | -                  | -                | -               | 25<br>2%<br>BC  | 15<br>1%<br>C   | 76<br>3%<br>ABCE  | -                | 25<br>1%<br>G   | 91<br>2%<br>GH   | 20<br>1%     | 96<br>3%<br>J  | -                 | 4<br>*<br>L      | 24<br>4%<br>LMP | -                       | -                       | 88<br>3%<br>LMP        | 4<br>*          | 112<br>3%<br>R |      |
| NET Any call type  | 7278<br>100% | 565<br>100%        | 617<br>100%      | 880<br>100%     | 1165<br>100%    | 1361<br>100%    | 2690<br>100%      | 1182<br>100%     | 2045<br>100%    | 4051<br>100%     | 3750<br>100% | 3529<br>100%   | 2139<br>100%      | 957<br>100%      | 642<br>100%     | 320<br>100%             | 284<br>100%             | 2937<br>100%           | 3096<br>100%    | 4183<br>100%   |      |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
Overlap formulae used.  
Prepared by GfK NOP on behalf of Ofcom



**Table 17**  
**Q3a-e Type of call**  
**Base: All Calls**

|  | Total                      | SEG              |                 |                |                  | Grouped SEG      |               | Region                           |                        |                |                 |                         |                                   |                  |
|--|----------------------------|------------------|-----------------|----------------|------------------|------------------|---------------|----------------------------------|------------------------|----------------|-----------------|-------------------------|-----------------------------------|------------------|
|  |                            | AB<br>(T)        | C1<br>(U)       | C2<br>(V)      | DE<br>(W)        | ABC1<br>(X)      | C2DE<br>(Y)   | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)           | Mid<br>(b)     | South<br>(c)    | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f)    |
| Unweighted Base  | <b>7325</b>                | 2062             | 2162            | 1276           | 1819             | 4224             | 3095          | 1568                             | 1783                   | 1505           | 2469            | 5757                    | 5099                              | 658              |
| Weighted Base  | <b>7278</b>                | 1968             | 2089            | 1267           | 1949             | 4057             | 3216          | 1644                             | 1627                   | 1575           | 2432            | 5634                    | 4894                              | 741              |
| Effective Base   | <b>6004</b>                | 1829             | 1812            | 1049           | 1375             | 3637             | 2409          | 1157                             | 1543                   | 1255           | 2116            | 4893                    | 4388                              | 532              |
| Live marketing or sales call   | <b>2576</b><br><b>35%</b>  | 775<br>39%<br>VW | 748<br>36%      | 427<br>34%     | 623<br>32%       | 1523<br>38%<br>Y | 1050<br>33%   | 522<br>32%                       | 565<br>35%             | 569<br>36%     | 921<br>38%<br>Z | 2054<br>36%<br>Z        | 1800<br>37%<br>Z                  | 254<br>34%       |
| Recorded marketing message/<br>sales message trying to<br>promote a product/ service | <b>1416</b><br><b>19%</b>  | 355<br>18%       | 425<br>20%      | 273<br>22%     | 362<br>19%       | 780<br>19%       | 635<br>20%    | 331<br>20%                       | 372<br>23%<br>bcde     | 293<br>19%     | 420<br>17%      | 1085<br>19%<br>ce       | 913<br>19%                        | 173<br>23%<br>ce |
| Recorded message saying a<br>company has tried to contact<br>you                     | <b>301</b><br><b>4%</b>    | 72<br>4%         | 119<br>6%<br>TW | 57<br>4%       | 53<br>3%         | 191<br>5%        | 110<br>3%     | 131<br>8%<br>abcde<br>f          | 44<br>3%               | 49<br>3%       | 76<br>3%        | 170<br>3%               | 147<br>3%                         | 23<br>3%         |
| Silent   | <b>2298</b><br><b>32%</b>  | 617<br>31%       | 627<br>30%      | 375<br>30%     | 677<br>35%<br>UV | 1245<br>31%      | 1052<br>33%   | 541<br>33%                       | 471<br>29%             | 502<br>32%     | 785<br>32%      | 1758<br>31%             | 1530<br>31%                       | 228<br>31%       |
| Other e.g. market research<br>call (please write down)                               | <b>571</b><br><b>8%</b>    | 143<br>7%        | 156<br>7%       | 102<br>8%      | 170<br>9%        | 299<br>7%        | 272<br>8%     | 110<br>7%                        | 115<br>7%              | 132<br>8%      | 215<br>9%       | 462<br>8%               | 407<br>8%                         | 55<br>7%         |
| No answer  | <b>116</b><br><b>2%</b>    | 6<br>*           | 13<br>1%        | 34<br>3%<br>TU | 63<br>3%<br>TU   | 19<br>*          | 97<br>3%<br>X | 10<br>1%                         | 61<br>4%<br>Zbcde<br>f | 31<br>2%<br>Zc | 14<br>1%        | 106<br>2%<br>Zc         | 98<br>2%<br>Zc                    | 8<br>1%          |
| NET Any call type  | <b>7278</b><br><b>100%</b> | 1968<br>100%     | 2089<br>100%    | 1267<br>100%   | 1949<br>100%     | 4057<br>100%     | 3216<br>100%  | 1644<br>100%                     | 1627<br>100%           | 1575<br>100%   | 2432<br>100%    | 5634<br>100%            | 4894<br>100%                      | 741<br>100%      |

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



**Table 18**  
**Q3a-e Type of call**  
**Base: All Calls**

|  | Total        | Type of call         |                          |                                     |                      |                     | No. calls before answer |                  |                  |
|--|--------------|----------------------|--------------------------|-------------------------------------|----------------------|---------------------|-------------------------|------------------|------------------|
|  |              | Silent<br>(A)        | Abandoned<br>Call<br>(B) | Recorded<br>sales<br>message<br>(C) | Live sales<br>(D)    | Other<br>(E)        | 1 to 2<br>(F)           | 3 to 5<br>(G)    | 6+<br>(H)        |
| Unweighted Base  | 7325         | 2346                 | 261                      | 1384                                | 2652                 | 594                 | 1687                    | 4242             | 1201             |
| Weighted Base  | 7278         | 2298                 | 301                      | 1416                                | 2576                 | 571                 | 1625                    | 4205             | 1250             |
| Effective Base   | 6004         | 1954                 | 191                      | 1113                                | 2206                 | 486                 | 1431                    | 3463             | 953              |
| Live marketing or sales call   | 2576<br>35%  | -                    | -                        | -                                   | 2576<br>100%<br>ABCE | -                   | 614<br>38%<br>H         | 1633<br>39%<br>H | 292<br>23%       |
| Recorded marketing message/<br>sales message trying to<br>promote a product/ service | 1416<br>19%  | -                    | -                        | 1416<br>100%<br>ABDE                | -                    | -                   | 329<br>20%              | 795<br>19%       | 223<br>18%       |
| Recorded message saying a<br>company has tried to contact<br>you                     | 301<br>4%    | -                    | 301<br>100%<br>ACDE      | -                                   | -                    | -                   | 43<br>3%                | 163<br>4%        | 83<br>7%<br>FG   |
| Silent   | 2298<br>32%  | 2298<br>100%<br>BCDE | -                        | -                                   | -                    | -                   | 493<br>30%              | 1240<br>29%      | 527<br>42%<br>FG |
| Other e.g. market research<br>call (please write down)                               | 571<br>8%    | -                    | -                        | -                                   | -                    | 571<br>100%<br>ABCD | 131<br>8%               | 300<br>7%        | 116<br>9%        |
| No answer  | 116<br>2%    | -                    | -                        | -                                   | -                    | -                   | 15<br>7%                | 75<br>2%         | 9<br>7%          |
| NET Any call type  | 7278<br>100% | 2298<br>100%         | 301<br>100%              | 1416<br>100%                        | 2576<br>100%         | 571<br>100%         | 1625<br>100%            | 4205<br>100%     | 1250<br>100%     |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
Prepared by GfK NOP on behalf of Ofcom



**Table 19**  
**Q3a-e Type of call**  
**Base: All respondents**

| Total  | Age        |           |            |            |                  |                  | Grouped Age       |            |            | Gender           |            | Working status |               |                 |              |                      |                | Grouped working status |                 |                 |
|--|------------|-----------|------------|------------|------------------|------------------|-------------------|------------|------------|------------------|------------|----------------|---------------|-----------------|--------------|----------------------|----------------|------------------------|-----------------|-----------------|
|  | 16-24 (A)  | 25-34 (B) | 35-44 (C)  | 45-54 (D)  | 55-64 (E)        | 65+ (F)          | 16-34 (G)         | 35-54 (H)  | 55+ (I)    | Male (J)         | Female (K) | Full time (L)  | Part time (M) | Homemaker (N)   | Student (O)  | Temp not working (P) | Retired (Q)    | Working (R)            | Not working (S) |                 |
| Unweighted Base  | 860        | 58        | 147        | 176        | 157              | 132              | 190               | 205        | 333        | 322              | 400        | 460            | 352           | 121             | 76           | 19                   | 75             | 217                    | 473             | 387             |
| Weighted Base  | 860        | 99*       | 138        | 167        | 142              | 118              | 196               | 237        | 309        | 314              | 410        | 450            | 353           | 131             | 67*          | 53**                 | 33*            | 221                    | 485             | 375             |
| Effective Base   | 718        | 46        | 137        | 152        | 141              | 116              | 168               | 158        | 293        | 282              | 333        | 385            | 323           | 117             | 67           | 18                   | 67             | 191                    | 440             | 284             |
| Live marketing or sales call   | 602<br>70% | 63<br>63% | 78<br>57%  | 100<br>60% | 107<br>75%<br>BC | 95<br>81%<br>BC  | 159<br>81%<br>BC  | 141<br>60% | 207<br>67% | 254<br>81%<br>GH | 288<br>70% | 314<br>70%     | 224<br>63%    | 103<br>78%<br>L | 45<br>67%    | 31<br>58%            | 23<br>69%      | 176<br>80%<br>L        | 327<br>67%      | 275<br>73%      |
| Recorded marketing message/<br>sales message trying to<br>promote a product/ service | 443<br>52% | 51<br>52% | 62<br>45%  | 67<br>40%  | 74<br>52%        | 66<br>56%<br>C   | 123<br>63%<br>BC  | 113<br>48% | 141<br>46% | 190<br>60%<br>H  | 218<br>53% | 225<br>50%     | 164<br>46%    | 65<br>49%       | 29<br>43%    | 33<br>61%            | 14<br>43%      | 139<br>63%<br>LNP      | 229<br>47%      | 215<br>57%<br>R |
| Recorded message saying a<br>company has tried to contact<br>you                     | 150<br>17% | 26<br>26% | 22<br>16%  | 24<br>14%  | 18<br>13%        | 27<br>23%        | 33<br>17%         | 47<br>20%  | 42<br>14%  | 60<br>19%        | 66<br>16%  | 84<br>19%      | 49<br>14%     | 22<br>17%       | 11<br>17%    | 18<br>33%            | 6<br>18%       | 44<br>20%              | 71<br>15%       | 79<br>21%       |
| Silent   | 519<br>60% | 64<br>64% | 64<br>47%  | 83<br>49%  | 87<br>61%        | 81<br>69%<br>BC  | 140<br>71%<br>BC  | 128<br>54% | 169<br>55% | 221<br>71%<br>GH | 244<br>59% | 275<br>61%     | 182<br>52%    | 78<br>60%       | 44<br>66%    | 35<br>65%            | 24<br>72%<br>L | 155<br>70%<br>L        | 261<br>54%      | 258<br>69%<br>R |
| Other e.g. market research<br>call (please write down)                               | 217<br>25% | 12<br>12% | 17<br>13%  | 28<br>16%  | 42<br>29%<br>BC  | 46<br>39%<br>ABC | 73<br>37%<br>ABC  | 30<br>13%  | 69<br>22%  | 119<br>38%<br>GH | 111<br>27% | 106<br>24%     | 62<br>18%     | 32<br>24%       | 21<br>31%    | 9<br>17%             | 8<br>25%       | 85<br>38%<br>L         | 94<br>19%       | 123<br>33%<br>R |
| No answer  | 38<br>4%   | -         | -          | -          | 3<br>2%          | 6<br>5%<br>BC    | 29<br>15%<br>ABCD | -          | 3<br>1%    | 35<br>11%<br>GH  | 18<br>4%   | 21<br>5%       | -             | 2<br>2%         | 2<br>3%<br>L | -                    | -              | 34<br>15%<br>LMNP      | 2               | 36<br>10%<br>R  |
| NET Any call type  | 741<br>86% | 83<br>84% | 107<br>78% | 133<br>79% | 130<br>92%<br>BC | 107<br>91%<br>B  | 182<br>93%<br>BC  | 190<br>80% | 263<br>85% | 288<br>92%<br>G  | 360<br>88% | 381<br>85%     | 292<br>83%    | 116<br>88%      | 59<br>88%    | 44<br>82%            | 30<br>90%      | 201<br>91%<br>L        | 408<br>84%      | 334<br>89%      |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



**Table 19**  
**Q3a-e Type of call**  
**Base: All respondents**

|  | Total                    | SEG        |            |            |                 | Grouped SEG |               | Region                           |              |            |              |                         |                                   |               |
|--|--------------------------|------------|------------|------------|-----------------|-------------|---------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|  |                          | AB<br>(T)  | C1<br>(U)  | C2<br>(V)  | DE<br>(W)       | ABC1<br>(X) | C2DE<br>(Y)   | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base  | <b>860</b>               | 245        | 260        | 158        | 196             | 505         | 354           | 143                              | 213          | 201        | 303          | 717                     | 626                               | 91            |
| Weighted Base  | <b>860</b>               | 246        | 258        | 156        | 199             | 504         | 355           | 146                              | 196          | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base   | <b>718</b>               | 216        | 214        | 141        | 149             | 429         | 288           | 106                              | 179          | 174        | 263          | 615                     | 540                               | 77            |
| Live marketing or sales call   | <b>602</b><br><b>70%</b> | 181<br>74% | 172<br>66% | 109<br>70% | 139<br>70%      | 353<br>70%  | 248<br>70%    | 102<br>69%                       | 143<br>73%   | 151<br>71% | 207<br>68%   | 500<br>70%              | 434<br>71%                        | 66<br>65%     |
| Recorded marketing message/<br>sales message trying to<br>promote a product/ service | <b>443</b><br><b>52%</b> | 123<br>50% | 125<br>49% | 77<br>49%  | 117<br>59%      | 249<br>49%  | 194<br>55%    | 82<br>56%                        | 101<br>52%   | 114<br>54% | 146<br>48%   | 361<br>51%              | 311<br>51%                        | 50<br>48%     |
| Recorded message saying a<br>company has tried to contact<br>you                     | <b>150</b><br><b>17%</b> | 49<br>20%  | 39<br>15%  | 24<br>15%  | 39<br>19%       | 88<br>17%   | 62<br>18%     | 35<br>24%<br>a                   | 22<br>11%    | 34<br>16%  | 59<br>19%    | 115<br>16%              | 98<br>16%                         | 17<br>16%     |
| Silent   | <b>519</b><br><b>60%</b> | 142<br>58% | 145<br>56% | 95<br>61%  | 136<br>68%      | 287<br>57%  | 231<br>65%    | 99<br>68%                        | 114<br>58%   | 123<br>58% | 183<br>60%   | 420<br>59%              | 364<br>60%                        | 56<br>55%     |
| Other e.g. market research<br>call (please write down)                               | <b>217</b><br><b>25%</b> | 64<br>26%  | 55<br>21%  | 44<br>28%  | 55<br>28%       | 118<br>23%  | 99<br>28%     | 42<br>29%                        | 48<br>24%    | 54<br>25%  | 74<br>24%    | 175<br>25%              | 149<br>24%                        | 26<br>25%     |
| No answer  | <b>38</b><br><b>4%</b>   | 6<br>2%    | 3<br>1%    | 8<br>5%    | 22<br>11%<br>TU | 9<br>2%     | 30<br>8%<br>X | 10<br>7%                         | 7<br>4%      | 11<br>5%   | 10<br>3%     | 28<br>4%                | 23<br>4%                          | 5<br>5%       |
| NET Any call type  | <b>741</b><br><b>86%</b> | 214<br>87% | 215<br>83% | 130<br>84% | 180<br>91%      | 429<br>85%  | 311<br>88%    | 125<br>86%                       | 176<br>90%   | 184<br>87% | 255<br>84%   | 616<br>86%              | 536<br>88%<br>d                   | 80<br>77%     |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



**Table 20**  
**Q3a-e Type of call**  
**Base: All respondents**

|  | Total      | Type of call        |                     |                            |                |                     | No. calls before answer |             |                 |
|--|------------|---------------------|---------------------|----------------------------|----------------|---------------------|-------------------------|-------------|-----------------|
|  |            | Silent (A)          | Abandoned Call (B)  | Recorded sales message (C) | Live sales (D) | Other (E)           | 1 to 2 (F)              | 3 to 5 (G)  | 6+ (H)          |
| Unweighted Base  | 860        | 518                 | 140                 | 433                        | 606            | 221                 | 413                     | 681         | 324             |
| Weighted Base  | 860        | 519                 | 150                 | 443                        | 602            | 217                 | 411                     | 679         | 326             |
| Effective Base   | 718        | 422                 | 109                 | 354                        | 502            | 185                 | 335                     | 560         | 260             |
| Live marketing or sales call   | 602<br>70% | 423<br>81%          | 128<br>86%          | 370<br>83%                 | 602<br>100%    | 189<br>87%          | 358<br>87%              | 566<br>83%  | 284<br>87%      |
|  |            |                     |                     |                            | ABCE           |                     | G                       |             |                 |
| Recorded marketing message/<br>sales message trying to<br>promote a product/ service | 443<br>52% | 331<br>64%          | 118<br>79%<br>ADE   | 443<br>100%<br>ABDE        | 370<br>62%     | 139<br>64%          | 289<br>70%<br>G         | 416<br>61%  | 222<br>68%<br>G |
| Recorded message saying a<br>company has tried to contact<br>you                     | 150<br>17% | 118<br>23%          | 150<br>100%<br>ACDE | 118<br>27%<br>D            | 128<br>21%     | 46<br>21%           | 102<br>25%              | 143<br>21%  | 96<br>29%<br>G  |
| Silent   | 519<br>60% | 519<br>100%<br>BCDE | 118<br>79%          | 331<br>75%<br>D            | 423<br>70%     | 171<br>79%<br>D     | 326<br>79%<br>G         | 478<br>70%  | 272<br>83%<br>G |
| Other e.g. market research<br>call (please write down)                               | 217<br>25% | 171<br>33%          | 46<br>31%           | 139<br>31%                 | 189<br>31%     | 217<br>100%<br>ABCD | 148<br>36%<br>G         | 207<br>30%  | 111<br>34%      |
| No answer  | 38<br>4%   | 33<br>6%            | 9<br>6%             | 28<br>6%                   | 34<br>6%       | 28<br>13%<br>ACD    | 28<br>7%                | 38<br>6%    | 24<br>7%        |
| NET Any call type  | 741<br>86% | 519<br>100%         | 150<br>100%         | 443<br>100%                | 602<br>100%    | 217<br>100%         | 411<br>100%             | 679<br>100% | 326<br>100%     |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
Prepared by GfK NOP on behalf of Ofcom



**Table 21**  
**Q3a Number of live sales calls**  
**Base: All respondents**

| Total                      | Age        |                |                  |                  |                |                | Grouped Age      |                |                 | Gender          |            | Working status |                  |                |               |                      |               | Grouped working status |                 |               |
|----------------------------|------------|----------------|------------------|------------------|----------------|----------------|------------------|----------------|-----------------|-----------------|------------|----------------|------------------|----------------|---------------|----------------------|---------------|------------------------|-----------------|---------------|
|                            | 16-24 (A)  | 25-34 (B)      | 35-44 (C)        | 45-54 (D)        | 55-64 (E)      | 65+ (F)        | 16-34 (G)        | 35-54 (H)      | 55+ (I)         | Male (J)        | Female (K) | Full time (L)  | Part time (M)    | Homemaker (N)  | Student (O)   | Temp not working (P) | Retired (Q)   | Working (R)            | Not working (S) |               |
| Unweighted Base            | 860        | 58             | 147              | 176              | 157            | 132            | 190              | 205            | 333             | 322             | 400        | 460            | 352              | 121            | 76            | 19                   | 75            | 217                    | 473             | 387           |
| Weighted Base              | 860        | 99*            | 138              | 167              | 142            | 118            | 196              | 237            | 309             | 314             | 410        | 450            | 353              | 131            | 67*           | 53**                 | 33*           | 221                    | 485             | 375           |
| Effective Base             | 713        | 46             | 137              | 152              | 141            | 115            | 163              | 158            | 293             | 277             | 331        | 383            | 323              | 117            | 67            | 18                   | 67            | 187                    | 440             | 280           |
| None                       | 253<br>29% | 36<br>37%<br>F | 59<br>43%<br>DEF | 68<br>40%<br>DEF | 35<br>25%      | 22<br>19%      | 33<br>17%        | 95<br>40%<br>I | 103<br>33%<br>I | 55<br>18%       | 120<br>29% | 134<br>30%     | 129<br>37%<br>MQ | 29<br>22%      | 22<br>33%     | 23<br>42%            | 10<br>31%     | 40<br>18%              | 158<br>33%      | 95<br>25%     |
| 1                          | 179<br>21% | 31<br>31%<br>F | 30<br>22%        | 40<br>24%<br>F   | 35<br>25%<br>F | 20<br>17%      | 22<br>11%        | 61<br>26%<br>I | 75<br>24%<br>I  | 43<br>14%       | 80<br>20%  | 98<br>22%      | 84<br>24%<br>Q   | 31<br>23%<br>Q | 15<br>22%     | 14<br>27%            | 8<br>25%<br>Q | 26<br>12%              | 114<br>24%      | 64<br>17%     |
| 2                          | 112<br>13% | 9<br>9%        | 22<br>16%        | 15<br>9%         | 23<br>16%      | 18<br>15%      | 24<br>12%        | 32<br>13%      | 38<br>12%       | 42<br>14%       | 45<br>11%  | 67<br>15%      | 42<br>12%        | 26<br>20%      | 6<br>9%       | 3<br>6%              | 3<br>8%       | 32<br>14%              | 68<br>14%       | 43<br>12%     |
| 3 to 5                     | 168<br>19% | 17<br>17%      | 18<br>13%        | 32<br>19%        | 23<br>16%      | 29<br>24%      | 49<br>25%        | 35<br>15%      | 55<br>18%       | 78<br>25%       | 83<br>20%  | 85<br>19%      | 59<br>17%        | 26<br>20%      | 13<br>19%     | 11<br>20%            | 5<br>15%      | 54<br>25%              | 85<br>18%       | 83<br>22%     |
| 6 to 10                    | 93<br>11%  | 3<br>3%        | 8<br>6%          | 7<br>4%          | 20<br>14%<br>C | 19<br>16%<br>C | 37<br>19%<br>ABC | 11<br>5%       | 27<br>9%        | 56<br>18%<br>GH | 54<br>13%  | 40<br>9%       | 32<br>9%         | 15<br>12%      | 4<br>7%       | -                    | 6<br>18%      | 36<br>16%              | 47<br>10%       | 46<br>12%     |
| 11 to 20                   | 42<br>5%   | 3<br>3%        | -                | 6<br>3%          | 6<br>4%        | 9<br>7%<br>B   | 19<br>10%<br>B   | 3<br>1%        | 11<br>4%        | 27<br>9%<br>G   | 22<br>5%   | 20<br>4%       | 6<br>2%          | 5<br>4%        | 7<br>11%<br>L | 3<br>6%              | *<br>1%       | 20<br>9%<br>L          | 11<br>2%        | 31<br>8%<br>R |
| 21 or more                 | 9<br>1%    | -              | -                | -                | 1<br>1%        | *<br>*         | 7<br>4%          | -              | 1<br>*          | 8<br>2%         | 4<br>1%    | 5<br>1%        | 1<br>*           | -              | -             | -                    | *<br>1%       | 7<br>3%<br>L           | 1<br>*          | 8<br>2%       |
| Not stated                 | 5<br>1%    | -              | -                | -                | -              | 1<br>*         | 4<br>2%          | -              | -               | 5<br>2%         | 3<br>1%    | 2<br>*         | -                | -              | -             | -                    | -             | 5<br>2%                | -               | 5<br>1%       |
| Mean calls all respondents | 3.01       | 1.57           | 1.50             | 1.96             | 3.06<br>BC     | 3.78<br>ABC    | 5.25<br>ABC<br>D | 1.53           | 2.46<br>G       | 4.69<br>GH      | 3.19       | 2.85           | 2.09             | 2.82           | 3.33<br>L     | 1.61                 | 2.82          | 4.90<br>LMP            | 2.29            | 3.95<br>R     |
| Standard Deviation         | 4.27       | 2.24           | 2.02             | 3.05             | 4.19           | 4.15           | 5.96             | 2.11           | 3.65            | 5.39            | 4.27       | 4.27           | 3.07             | 3.46           | 4.93          | 2.61                 | 3.96          | 5.72                   | 3.19            | 5.22          |
| Mean calls all received    | 4.28       | 2.48           | 2.62             | 3.29             | 4.06<br>B      | 4.66<br>B      | 6.35<br>BCD      | 2.56           | 3.69<br>G       | 5.72<br>GH      | 4.52       | 4.06           | 3.31             | 3.61           | 4.97<br>L     | 2.78                 | 4.06          | 6.02<br>LM             | 3.40            | 5.32<br>R     |
| Standard Deviation         | 4.53       | 2.37           | 2.05             | 3.36             | 4.38           | 4.13           | 6.00             | 2.19           | 3.93            | 5.43            | 4.45       | 4.59           | 3.30             | 3.53           | 5.31          | 2.93                 | 4.20          | 5.78                   | 3.37            | 5.42          |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom





**Table 21**  
**Q3a Number of live sales calls**  
**Base: All respondents**

|                            | Total             | SEG       |           |           |           | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|----------------------------|-------------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                            |                   | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base            | <b>860</b>        | 245       | 260       | 158       | 196       | 505         | 354         | 143                              | 213          | 201        | 303          | 717                     | 626                               | 91            |
| Weighted Base              | <b>860</b>        | 246       | 258       | 156       | 199       | 504         | 355         | 146                              | 196          | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base             | <b>713</b>        | 213       | 214       | 138       | 149       | 427         | 285         | 105                              | 179          | 173        | 261          | 611                     | 538                               | 76            |
| None                       | <b>253</b><br>29% | 63<br>25% | 87<br>34% | 44<br>28% | 60<br>30% | 149<br>30%  | 104<br>29%  | 43<br>30%                        | 54<br>27%    | 59<br>28%  | 97<br>32%    | 210<br>29%              | 175<br>29%                        | 35<br>34%     |
| 1                          | <b>179</b><br>21% | 58<br>24% | 48<br>19% | 37<br>24% | 35<br>17% | 106<br>21%  | 72<br>20%   | 18<br>12%                        | 44<br>23%    | 50<br>24%  | 67<br>22%    | 161<br>23%              | 139<br>23%                        | 21<br>21%     |
| 2                          | <b>112</b><br>13% | 32<br>13% | 32<br>12% | 22<br>14% | 26<br>13% | 64<br>13%   | 48<br>14%   | 21<br>14%                        | 29<br>15%    | 30<br>14%  | 32<br>10%    | 91<br>13%               | 84<br>14%                         | 7<br>7%       |
| 3 to 5                     | <b>168</b><br>19% | 51<br>21% | 42<br>16% | 26<br>17% | 48<br>24% | 92<br>18%   | 74<br>21%   | 32<br>22%                        | 42<br>21%    | 37<br>17%  | 57<br>19%    | 136<br>19%              | 112<br>18%                        | 24<br>23%     |
| 6 to 10                    | <b>93</b><br>11%  | 23<br>9%  | 35<br>13% | 15<br>10% | 20<br>10% | 58<br>11%   | 36<br>10%   | 22<br>15%                        | 15<br>8%     | 26<br>12%  | 30<br>10%    | 71<br>10%               | 60<br>10%                         | 11<br>11%     |
| 11 to 20                   | <b>42</b><br>5%   | 14<br>6%  | 14<br>5%  | 8<br>5%   | 6<br>3%   | 28<br>5%    | 14<br>4%    | 6<br>4%                          | 11<br>5%     | 7<br>3%    | 18<br>6%     | 36<br>5%                | 33<br>5%                          | 3<br>3%       |
| 21 or more                 | <b>9</b><br>1%    | 3<br>1%   | 1<br>1%   | 1<br>1%   | 3<br>2%   | 5<br>1%     | 4<br>1%     | 3<br>2%                          | 1<br>1%      | 1<br>1%    | 3<br>1%      | 5<br>1%                 | 5<br>1%                           | -             |
| Not stated                 | <b>5</b><br>1%    | 2<br>1%   | -         | 3<br>2%   | -         | 2<br>*      | 3<br>1%     | 2<br>1%                          | -            | 2<br>1%    | 2<br>1%      | 3<br>*                  | 2<br>*                            | 2<br>2%       |
| Mean calls all respondents | <b>3.01</b>       | 3.18      | 2.90      | 2.79      | 3.13      | 3.03        | 2.98        | 3.60                             | 2.88         | 2.71       | 3.03         | 2.89                    | 2.96                              | 2.51          |
| Standard Deviation         | <b>4.27</b>       | 4.60      | 3.94      | 3.84      | 4.61      | 4.27        | 4.29        | 4.96                             | 3.99         | 3.71       | 4.45         | 4.11                    | 4.25                              | 3.18          |
| Mean calls all received    | <b>4.28</b>       | 4.28      | 4.36      | 3.91      | 4.48      | 4.32        | 4.23        | 5.13                             | 3.96         | 3.77       | 4.45         | 4.11                    | 4.15                              | 3.83          |
| Standard Deviation         | <b>4.53</b>       | 4.88      | 4.12      | 4.04      | 4.93      | 4.52        | 4.56        | 5.22                             | 4.19         | 3.89       | 4.77         | 4.36                    | 4.51                              | 3.22          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 22**  
**Q3a Number of live sales calls**  
**Base: All respondents**

|                            | Total      | Type of call   |                    |                            |                   |                | No. calls before answer |                 |           |
|----------------------------|------------|----------------|--------------------|----------------------------|-------------------|----------------|-------------------------|-----------------|-----------|
|                            |            | Silent (A)     | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)    | Other (E)      | 1 to 2 (F)              | 3 to 5 (G)      | 6+ (H)    |
| Unweighted Base            | 860        | 518            | 140                | 433                        | 606               | 221            | 413                     | 681             | 324       |
| Weighted Base              | 860        | 519            | 150                | 443                        | 602               | 217            | 411                     | 679             | 326       |
| Effective Base             | 713        | 422            | 109                | 354                        | 502               | 185            | 335                     | 560             | 260       |
| None                       | 253<br>29% | 96<br>19%<br>D | 21<br>14%<br>D     | 73<br>17%<br>D             | -                 | 28<br>13%<br>D | 53<br>13%               | 113<br>17%<br>F | 43<br>13% |
| 1                          | 179<br>21% | 94<br>18%      | 35<br>23%          | 92<br>21%                  | 179<br>30%<br>ACE | 33<br>15%      | 73<br>18%               | 161<br>24%<br>F | 63<br>19% |
| 2                          | 112<br>13% | 75<br>14%      | 25<br>17%          | 62<br>14%                  | 112<br>19%<br>ACE | 26<br>12%      | 56<br>14%               | 103<br>15%      | 52<br>16% |
| 3 to 5                     | 168<br>19% | 122<br>24%     | 36<br>24%          | 111<br>25%                 | 168<br>28%<br>A   | 61<br>28%      | 120<br>29%<br>G         | 162<br>24%      | 84<br>26% |
| 6 to 10                    | 93<br>11%  | 85<br>16%      | 17<br>12%          | 63<br>14%                  | 93<br>16%         | 41<br>19%      | 68<br>17%               | 90<br>13%       | 52<br>16% |
| 11 to 20                   | 42<br>5%   | 37<br>7%       | 11<br>8%           | 34<br>8%                   | 42<br>7%          | 21<br>10%      | 36<br>9%                | 42<br>6%        | 25<br>8%  |
| 21 or more                 | 9<br>1%    | 9<br>2%        | 4<br>3%            | 8<br>2%                    | 9<br>1%           | 8<br>4%        | 5<br>1%                 | 9<br>1%         | 7<br>2%   |
| Not stated                 | 5<br>1%    | -              | -                  | -                          | -                 | -              | -                       | -               | -         |
| Mean calls all respondents | 3.01       | 4.10           | 4.00               | 4.05                       | 4.28              | 5.30<br>ACD    | 4.43<br>G               | 3.67            | 4.40<br>G |
| Standard Deviation         | 4.27       | 4.89           | 5.24               | 4.91                       | 4.53              | 5.91           | 4.81                    | 4.53            | 5.09      |
| Mean calls all received    | 4.28       | 5.03<br>D      | 4.66               | 4.85<br>D                  | 4.28              | 6.09<br>ACD    | 5.08<br>G               | 4.41            | 5.06<br>G |
| Standard Deviation         | 4.53       | 4.97           | 5.38               | 5.00                       | 4.53              | 5.94           | 4.82                    | 4.62            | 5.14      |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 23**  
**Q3b Number of recorded sales calls**  
**Base: All respondents**

| Total                      | Age        |           |                |                  |                |               | Grouped Age    |                 |                 | Gender        |            | Working status |                 |                |                |                      |                | Grouped working status |                 |            |
|----------------------------|------------|-----------|----------------|------------------|----------------|---------------|----------------|-----------------|-----------------|---------------|------------|----------------|-----------------|----------------|----------------|----------------------|----------------|------------------------|-----------------|------------|
|                            | 16-24 (A)  | 25-34 (B) | 35-44 (C)      | 45-54 (D)        | 55-64 (E)      | 65+ (F)       | 16-34 (G)      | 35-54 (H)       | 55+ (I)         | Male (J)      | Female (K) | Full time (L)  | Part time (M)   | Homemaker (N)  | Student (O)    | Temp not working (P) | Retired (Q)    | Working (R)            | Not working (S) |            |
| Unweighted Base            | 860        | 58        | 147            | 176              | 157            | 132           | 190            | 205             | 333             | 322           | 400        | 460            | 352             | 121            | 76             | 19                   | 75             | 217                    | 473             | 387        |
| Weighted Base              | 860        | 99*       | 138            | 167              | 142            | 118           | 196            | 237             | 309             | 314           | 410        | 450            | 353             | 131            | 67*            | 53**                 | 33*            | 221                    | 485             | 375        |
| Effective Base             | 713        | 46        | 137            | 152              | 141            | 115           | 163            | 158             | 293             | 277           | 331        | 383            | 323             | 117            | 67             | 18                   | 67             | 187                    | 440             | 280        |
| None                       | 412<br>48% | 48<br>48% | 76<br>55%<br>F | 100<br>60%<br>EF | 69<br>48%      | 51<br>43%     | 69<br>35%      | 124<br>52%<br>I | 168<br>54%<br>I | 120<br>38%    | 189<br>46% | 222<br>49%     | 189<br>54%<br>Q | 67<br>51%<br>Q | 38<br>57%<br>Q | 21<br>39%            | 19<br>57%<br>Q | 78<br>35%              | 256<br>53%<br>S | 156<br>42% |
| 1                          | 148<br>17% | 14<br>14% | 26<br>19%      | 33<br>20%        | 21<br>14%      | 22<br>19%     | 33<br>17%      | 40<br>17%       | 53<br>17%       | 55<br>17%     | 71<br>17%  | 77             | 63<br>18%       | 23<br>18%      | 14<br>21%      | 6<br>11%             | 4<br>12%       | 37<br>17%              | 87<br>18%       | 61<br>16%  |
| 2                          | 96<br>11%  | 16<br>16% | 13<br>10%      | 17<br>10%        | 13<br>9%       | 11<br>10%     | 26<br>13%      | 29<br>12%       | 30<br>10%       | 37<br>12%     | 42<br>10%  | 54<br>12%      | 37<br>10%       | 15<br>11%      | 5<br>8%        | 10<br>19%            | 4<br>12%       | 25<br>11%              | 51<br>11%       | 45<br>12%  |
| 3 to 5                     | 135<br>16% | 13<br>13% | 17<br>12%      | 13<br>8%         | 31<br>22%<br>C | 19<br>16%     | 43<br>22%<br>C | 30<br>13%       | 43<br>14%       | 62<br>20%     | 65<br>16%  | 70<br>15%      | 47<br>13%       | 17<br>13%      | 6<br>9%        | 10<br>19%            | 5<br>16%       | 50<br>23%<br>L         | 64<br>13%       | 71<br>19%  |
| 6 to 10                    | 50<br>6%   | 8<br>9%   | 6<br>4%        | 3<br>2%          | 7<br>5%        | 11<br>9%<br>C | 16<br>8%<br>C  | 14<br>6%        | 10<br>3%        | 27<br>8%<br>H | 31<br>8%   | 19<br>4%       | 15<br>4%        | 7<br>6%        | 2<br>2%        | 6<br>11%             | 1<br>3%        | 19<br>9%               | 23<br>5%        | 27<br>7%   |
| 11 to 20                   | 13<br>2%   | -         | -              | 2<br>1%          | 2<br>1%        | 3<br>3%       | 6<br>3%        | -               | 4<br>1%         | 9<br>3%       | 8<br>2%    | 5<br>1%        | 1<br>*          | 2<br>1%        | 2<br>3%        | -                    | -              | 8<br>4%<br>L           | 3<br>1%         | 10<br>3%   |
| 21 or more                 | 1<br>*     | -         | -              | 1<br>1%          | -              | -             | -              | -               | 1<br>*          | -             | -          | 1<br>*         | 1<br>*          | -              | -              | -                    | -              | -                      | 1<br>*          | -          |
| Not stated                 | 5<br>1%    | -         | -              | -                | 1<br>*         | 4<br>2%       | -              | -               | 5<br>2%         | 3<br>1%       | 2<br>*     | -              | -               | -              | -              | -                    | 5<br>2%        | -                      | -               | 5<br>1%    |
| Mean calls all respondents | 1.66       | 1.65      | 1.09           | 1.05             | 1.71           | 2.08<br>BC    | 2.30<br>BC     | 1.32            | 1.35            | 2.21<br>GH    | 1.81       | 1.52           | 1.30            | 1.46           | 1.37           | 2.15                 | 1.14           | 2.40<br>LMP            | 1.34            | 2.06<br>R  |
| Standard Deviation         | 2.67       | 2.44      | 1.74           | 2.58             | 2.53           | 3.18          | 3.01           | 2.07            | 2.57            | 3.07          | 2.74       | 2.61           | 2.33            | 2.41           | 3.06           | 2.74                 | 1.72           | 3.14                   | 2.35            | 3.00       |
| Mean calls all received    | 3.19       | 3.18      | 2.44           | 2.61             | 3.29           | 3.68          | 3.58           | 2.77            | 2.97            | 3.61          | 3.38       | 3.01           | 2.80            | 2.98           | 3.19           | 3.53                 | 2.67           | 3.74                   | 2.85            | 3.56       |
| Standard Deviation         | 2.98       | 2.57      | 1.86           | 3.53             | 2.68           | 3.46          | 3.08           | 2.24            | 3.12            | 3.21          | 2.96       | 3.00           | 2.74            | 2.72           | 4.03           | 2.73                 | 1.68           | 3.22                   | 2.73            | 3.19       |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 23**  
**Q3b Number of recorded sales calls**  
**Base: All respondents**

|                            | Total                    | SEG        |            |           |           | Grouped SEG |             | Region                           |                  |            |              |                         |                                   |               |
|----------------------------|--------------------------|------------|------------|-----------|-----------|-------------|-------------|----------------------------------|------------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                            |                          | AB<br>(T)  | C1<br>(U)  | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)     | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base            | <b>860</b>               | 245        | 260        | 158       | 196       | 505         | 354         | 143                              | 213              | 201        | 303          | 717                     | 626                               | 91            |
| Weighted Base              | <b>860</b>               | 246        | 258        | 156       | 199       | 504         | 355         | 146                              | 196              | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base             | <b>713</b>               | 213        | 214        | 138       | 149       | 427         | 285         | 105                              | 179              | 173        | 261          | 611                     | 538                               | 76            |
| None                       | <b>412</b><br><b>48%</b> | 121<br>49% | 133<br>51% | 77<br>49% | 82<br>41% | 253<br>50%  | 158<br>45%  | 62<br>43%                        | 95<br>48%        | 96<br>45%  | 158<br>52%   | 349<br>49%              | 298<br>49%                        | 51<br>50%     |
| 1                          | <b>148</b><br><b>17%</b> | 40<br>16%  | 41<br>16%  | 25<br>16% | 41<br>21% | 81<br>16%   | 67<br>19%   | 27<br>18%                        | 30<br>16%        | 40<br>19%  | 51<br>17%    | 122<br>17%              | 108<br>18%                        | 13<br>13%     |
| 2                          | <b>96</b><br><b>11%</b>  | 33<br>13%  | 21<br>8%   | 13<br>9%  | 30<br>15% | 53<br>11%   | 43<br>12%   | 13<br>9%                         | 16<br>8%         | 23<br>11%  | 44<br>14%    | 83<br>12%               | 67<br>11%                         | 16<br>16%     |
| 3 to 5                     | <b>135</b><br><b>16%</b> | 39<br>16%  | 43<br>17%  | 23<br>15% | 30<br>15% | 82<br>16%   | 53<br>15%   | 17<br>12%                        | 32<br>16%        | 44<br>21%  | 42<br>14%    | 118<br>16%              | 104<br>17%                        | 14<br>13%     |
| 6 to 10                    | <b>50</b><br><b>6%</b>   | 10<br>4%   | 15<br>6%   | 12<br>7%  | 13<br>7%  | 25<br>5%    | 25<br>7%    | 21<br>15%<br>bcde<br>f           | 19<br>10%<br>cde | 7<br>3%    | 3<br>1%      | 29<br>4%<br>c           | 26<br>4%<br>c                     | 3<br>3%       |
| 11 to 20                   | <b>13</b><br><b>2%</b>   | 2<br>1%    | 6<br>2%    | 2<br>1%   | 3<br>2%   | 8<br>2%     | 5<br>1%     | 4<br>3%                          | 4<br>2%          | -          | 5<br>2%      | 9<br>1%<br>e            | 5<br>1%                           | 4<br>4%       |
| 21 or more                 | <b>1</b>                 | -          | -          | 1<br>1%   | -         | -           | 1           | -                                | -                | -          | 1            | 1                       | 1                                 | -             |
| Not stated                 | <b>5</b><br><b>1%</b>    | 2<br>1%    | -          | 3<br>2%   | -         | 2           | 3<br>1%     | 2<br>1%                          | -                | 2<br>1%    | 2<br>1%      | 3                       | 2                                 | 2<br>2%       |
| Mean calls all respondents | <b>1.66</b>              | 1.45       | 1.65       | 1.78      | 1.82      | 1.55        | 1.80        | 2.29<br>bcd<br>e                 | 1.89             | 1.40       | 1.38         | 1.53                    | 1.50                              | 1.70          |
| Standard Deviation         | <b>2.67</b>              | 2.28       | 2.73       | 3.09      | 2.70      | 2.52        | 2.88        | 3.29                             | 2.84             | 1.78       | 2.70         | 2.51                    | 2.41                              | 3.07          |
| Mean calls all received    | <b>3.19</b>              | 2.88       | 3.39       | 3.56      | 3.09      | 3.14        | 3.28        | 4.02<br>be                       | 3.67<br>bde      | 2.57       | 2.88         | 3.01                    | 2.93                              | 3.46          |
| Standard Deviation         | <b>2.98</b>              | 2.50       | 3.08       | 3.58      | 2.91      | 2.81        | 3.19        | 3.48                             | 3.02             | 1.68       | 3.30         | 2.83                    | 2.68                              | 3.63          |



*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom

**Table 24**  
**Q3b Number of recorded sales calls**  
**Base: All respondents**

|                            | Total      | Type of call     |                    |                            |                  |                 | No. calls before answer |                  |            |
|----------------------------|------------|------------------|--------------------|----------------------------|------------------|-----------------|-------------------------|------------------|------------|
|                            |            | Silent (A)       | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)   | Other (E)       | 1 to 2 (F)              | 3 to 5 (G)       | 6+ (H)     |
| Unweighted Base            | 860        | 518              | 140                | 433                        | 606              | 221             | 413                     | 681              | 324        |
| Weighted Base              | 860        | 519              | 150                | 443                        | 602              | 217             | 411                     | 679              | 326        |
| Effective Base             | 713        | 422              | 109                | 354                        | 502              | 185             | 335                     | 560              | 260        |
| None                       | 412<br>48% | 187<br>36%<br>BC | 32<br>21%<br>C     | -<br>-                     | 232<br>38%<br>BC | 78<br>36%<br>BC | 122<br>30%              | 263<br>39%<br>FH | 104<br>32% |
| 1                          | 148<br>17% | 108<br>21%       | 32<br>21%          | 148<br>33%<br>ABDE         | 126<br>21%       | 43<br>20%       | 85<br>21%               | 133<br>20%       | 61<br>19%  |
| 2                          | 96<br>11%  | 74<br>14%        | 30<br>20%          | 96<br>22%<br>ADE           | 79<br>13%        | 29<br>14%       | 66<br>16%               | 94<br>14%        | 49<br>15%  |
| 3 to 5                     | 135<br>16% | 100<br>19%       | 34<br>23%          | 135<br>30%<br>ADE          | 106<br>18%       | 47<br>21%       | 99<br>24%<br>G          | 128<br>19%       | 70<br>22%  |
| 6 to 10                    | 50<br>6%   | 40<br>8%         | 15<br>10%          | 50<br>11%<br>AD            | 45<br>7%         | 14<br>7%        | 29<br>7%                | 47<br>7%         | 31<br>10%  |
| 11 to 20                   | 13<br>2%   | 10<br>2%         | 8<br>5%            | 13<br>3%                   | 13<br>2%         | 6<br>3%         | 11<br>3%                | 13<br>2%         | 10<br>3%   |
| 21 or more                 | 1<br>.     | -                | -                  | 1<br>.                     | 1<br>.           | -               | -                       | 1<br>.           | -          |
| Not stated                 | 5<br>1%    | -                | -                  | -                          | -                | -               | -                       | -                | -          |
| Mean calls all respondents | 1.66       | 2.04             | 2.83<br>AD         | 3.19<br>ADE                | 2.01             | 2.20            | 2.29<br>G               | 1.97             | 2.38<br>G  |
| Standard Deviation         | 2.67       | 2.75             | 3.26               | 2.98                       | 2.92             | 3.05            | 2.74                    | 2.82             | 3.02       |
| Mean calls all received    | 3.19       | 3.19             | 3.59               | 3.19                       | 3.26             | 3.44            | 3.25                    | 3.22             | 3.50       |
| Standard Deviation         | 2.98       | 2.86             | 3.27               | 2.98                       | 3.12             | 3.21            | 2.75                    | 3.00             | 3.08       |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 25**  
**Q3c Number of recorded messages**  
**Base: All respondents**

|                            | Total                    | Age       |            |            |            |           |            | Grouped Age |            |            | Gender     |            | Working status |               |               |             |                      |             | Grouped working status |                 |
|----------------------------|--------------------------|-----------|------------|------------|------------|-----------|------------|-------------|------------|------------|------------|------------|----------------|---------------|---------------|-------------|----------------------|-------------|------------------------|-----------------|
|                            |                          | 16-24 (A) | 25-34 (B)  | 35-44 (C)  | 45-54 (D)  | 55-64 (E) | 65+ (F)    | 16-34 (G)   | 35-54 (H)  | 55+ (I)    | Male (J)   | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |
| Unweighted Base            | <b>860</b>               | 58        | 147        | 176        | 157        | 132       | 190        | 205         | 333        | 322        | 400        | 460        | 352            | 121           | 76            | 19          | 75                   | 217         | 473                    | 387             |
| Weighted Base              | <b>860</b>               | 99*       | 138        | 167        | 142        | 118       | 196        | 237         | 309        | 314        | 410        | 450        | 353            | 131           | 67*           | 53**        | 33*                  | 221         | 485                    | 375             |
| Effective Base             | <b>713</b>               | 46        | 137        | 152        | 141        | 115       | 163        | 158         | 293        | 277        | 331        | 383        | 323            | 117           | 67            | 18          | 67                   | 187         | 440                    | 280             |
| None                       | <b>705</b><br><b>82%</b> | 73<br>74% | 116<br>84% | 143<br>86% | 124<br>87% | 90<br>76% | 159<br>81% | 189<br>80%  | 267<br>86% | 249<br>79% | 341<br>83% | 364<br>81% | 304<br>86%     | 110<br>83%    | 56<br>83%     | 36<br>67%   | 27<br>82%            | 172<br>78%  | 414<br>85%<br>S        | 291<br>78%      |
| 1                          | <b>102</b><br><b>12%</b> | 20<br>20% | 14<br>10%  | 16<br>9%   | 14<br>10%  | 17<br>15% | 21<br>11%  | 34<br>14%   | 30<br>10%  | 38<br>12%  | 47<br>11%  | 55<br>12%  | 37<br>11%      | 13<br>10%     | 10<br>15%     | 10<br>19%   | 4<br>11%             | 28<br>12%   | 51<br>10%              | 51<br>14%       |
| 2                          | <b>30</b><br><b>4%</b>   | 6<br>6%   | 7<br>5%    | 6<br>4%    | *<br>*     | 6<br>6%   | 5<br>3%    | 12<br>5%    | 7<br>2%    | 11<br>4%   | 9<br>2%    | 21<br>5%   | 6<br>2%        | 7<br>6%       | -             | 8<br>14%    | 2<br>6%              | 7<br>3%     | 13<br>3%               | 17<br>5%        |
| 3 to 5                     | <b>12</b><br><b>1%</b>   | -         | -          | 1<br>1%    | 4<br>3%    | -         | 7<br>3%    | -           | 5<br>2%    | 7<br>2%    | 7<br>2%    | 4<br>1%    | 3<br>1%        | 1<br>1%       | -             | -           | -                    | 8<br>3%     | 4<br>1%                | 8<br>2%         |
| 6 to 10                    | <b>2</b><br><b>*</b>     | -         | -          | -          | *<br>*     | 1<br>1%   | 1<br>*     | -           | *<br>*     | 2<br>1%    | *<br>*     | 2<br>*     | -              | -             | -             | -           | 1<br>1%              | 2<br>1%     | -                      | 2<br>1%         |
| 11 to 20                   | <b>1</b><br><b>*</b>     | -         | 1<br>*     | 1<br>*     | -          | -         | -          | 1<br>*      | 1<br>*     | -          | -          | 1<br>*     | -              | -             | 1<br>2%<br>L  | -           | -                    | -           | -                      | 1<br>*          |
| 21 or more                 | <b>3</b><br><b>*</b>     | -         | -          | -          | -          | 3<br>2%   | -          | -           | -          | 3<br>1%    | 3<br>1%    | -          | 3<br>1%        | -             | -             | -           | -                    | -           | 3<br>1%                | -               |
| Not stated                 | <b>5</b><br><b>1%</b>    | -         | -          | -          | -          | 1<br>*    | 4<br>2%    | -           | -          | 5<br>2%    | 3<br>1%    | 2<br>*     | -              | -             | -             | -           | -                    | 5<br>2%     | -                      | 5<br>1%         |
| Mean calls all respondents | <b>0.35</b>              | 0.32      | 0.26       | 0.26       | 0.21       | 0.86      | 0.31       | 0.28        | 0.24       | 0.52       | 0.39       | 0.32       | 0.35           | 0.24          | 0.44          | 0.47        | 0.28                 | 0.38        | 0.32                   | 0.39            |
| Standard Deviation         | <b>1.62</b>              | 0.58      | 0.97       | 1.16       | 0.72       | 3.73      | 0.85       | 0.83        | 0.98       | 2.40       | 2.07       | 1.05       | 2.17           | 0.59          | 2.05          | 0.74        | 0.78                 | 0.98        | 1.88                   | 1.20            |
| Mean calls all received    | <b>2.01</b>              | 1.23      | 1.65       | 1.81       | 1.66       | 3.70      | 1.79       | 1.42        | 1.74       | 2.66       | 2.40       | 1.70       | 2.53           | 1.44          | 2.63          | 1.43        | 1.57                 | 1.84        | 2.19                   | 1.84            |
| Standard Deviation         | <b>3.43</b>              | 0.43      | 1.96       | 2.63       | 1.31       | 7.09      | 1.24       | 1.36        | 2.14       | 4.91       | 4.69       | 1.91       | 5.39           | 0.60          | 4.58          | 0.51        | 1.23                 | 1.42        | 4.51                   | 2.04            |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 25**  
**Q3c Number of recorded messages**  
**Base: All respondents**

|                            | Total             | SEG        |            |            |            | Grouped SEG |            | Region                  |                 |            |                 |                   |                          |            |
|----------------------------|-------------------|------------|------------|------------|------------|-------------|------------|-------------------------|-----------------|------------|-----------------|-------------------|--------------------------|------------|
|                            |                   | AB (T)     | C1 (U)     | C2 (V)     | DE (W)     | ABC1 (X)    | C2DE (Y)   | Scotland /NI/ Wales (Z) | North (a)       | Mid (b)    | South (c)       | Total England (d) | England excl. London (e) | London (f) |
| Unweighted Base            | <b>860</b>        | 245        | 260        | 158        | 196        | 505         | 354        | 143                     | 213             | 201        | 303             | 717               | 626                      | 91         |
| Weighted Base              | <b>860</b>        | 246        | 258        | 156        | 199        | 504         | 355        | 146                     | 196             | 212        | 306             | 714               | 611                      | 103*       |
| Effective Base             | <b>713</b>        | 213        | 214        | 138        | 149        | 427         | 285        | 105                     | 179             | 173        | 261             | 611               | 538                      | 76         |
| None                       | <b>705</b><br>82% | 195<br>79% | 219<br>85% | 130<br>83% | 160<br>81% | 415<br>82%  | 290<br>82% | 110<br>75%              | 174<br>89%<br>Z | 176<br>83% | 245<br>80%      | 595<br>83%        | 511<br>84%               | 85<br>82%  |
| 1                          | <b>102</b><br>12% | 33<br>13%  | 24<br>9%   | 15<br>10%  | 30<br>15%  | 57<br>11%   | 45<br>13%  | 18<br>12%               | 13<br>7%        | 21<br>10%  | 49<br>16%<br>ad | 84<br>12%         | 70<br>11%                | 14<br>13%  |
| 2                          | <b>30</b><br>4%   | 11<br>5%   | 10<br>4%   | 5<br>3%    | 5<br>2%    | 21<br>4%    | 9<br>3%    | 8<br>5%                 | 6<br>3%         | 11<br>5%   | 5<br>2%         | 23<br>3%          | 22<br>4%                 | 1<br>1%    |
| 3 to 5                     | <b>12</b><br>1%   | 5<br>2%    | 2<br>1%    | 2<br>1%    | 4<br>2%    | 6<br>1%     | 5<br>2%    | 5<br>4%                 | 1<br>1%         | 2<br>1%    | 3<br>1%         | 6<br>1%           | 4<br>1%                  | 2<br>2%    |
| 6 to 10                    | <b>2</b><br>.     | -          | 1<br>.     | 1<br>1%    | -          | 1<br>.      | 1<br>.     | 1<br>.                  | 1<br>.          | -          | 1<br>.          | 2<br>.            | 2<br>.                   | -          |
| 11 to 20                   | <b>1</b><br>.     | -          | -          | 1<br>1%    | -          | -           | 1<br>.     | 1<br>.                  | 1<br>.          | -          | -               | 1<br>.            | 1<br>.                   | -          |
| 21 or more                 | <b>3</b><br>.     | -          | 3<br>1%    | -          | -          | 3<br>1%     | -          | 3<br>2%<br>de           | -               | -          | -               | -                 | -                        | -          |
| Not stated                 | <b>5</b><br>1%    | 2<br>1%    | -          | 3<br>2%    | -          | 2<br>.      | 3<br>1%    | 2<br>1%                 | -               | 2<br>1%    | 2<br>1%         | 3<br>.            | 2<br>.                   | 2<br>2%    |
| Mean calls all respondents | <b>0.35</b>       | 0.29       | 0.46       | 0.37       | 0.27       | 0.38        | 0.31       | 0.91<br>cde             | 0.23            | 0.23       | 0.25            | 0.24              | 0.24                     | 0.22       |
| Standard Deviation         | <b>1.62</b>       | 0.70       | 2.55       | 1.55       | 0.66       | 1.89        | 1.13       | 3.55                    | 0.96            | 0.58       | 0.66            | 0.73              | 0.75                     | 0.61       |
| Mean calls all received    | <b>2.01</b>       | 1.47       | 3.08       | 2.40       | 1.38       | 2.18        | 1.77       | 3.78                    | 1.98            | 1.44       | 1.30            | 1.47              | 1.49                     | 1.36       |
| Standard Deviation         | <b>3.43</b>       | 0.83       | 6.01       | 3.32       | 0.85       | 4.10        | 2.18       | 6.53                    | 2.18            | 0.61       | 0.93            | 1.22              | 1.28                     | 0.87       |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 26**  
**Q3c Number of recorded messages**  
**Base: All respondents**

|                            | Total      | Type of call    |                    |                            |                  |                 | No. calls before answer |                 |               |
|----------------------------|------------|-----------------|--------------------|----------------------------|------------------|-----------------|-------------------------|-----------------|---------------|
|                            |            | Silent (A)      | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)   | Other (E)       | 1 to 2 (F)              | 3 to 5 (G)      | 6+ (H)        |
| Unweighted Base            | 860        | 518             | 140                | 433                        | 606              | 221             | 413                     | 681             | 324           |
| Weighted Base              | 860        | 519             | 150                | 443                        | 602              | 217             | 411                     | 679             | 326           |
| Effective Base             | 713        | 422             | 109                | 354                        | 502              | 185             | 335                     | 560             | 260           |
| None                       | 705<br>82% | 400<br>77%<br>B | -<br>-             | 325<br>73%<br>B            | 473<br>79%<br>BC | 171<br>79%<br>B | 309<br>75%              | 537<br>79%<br>H | 230<br>71%    |
| 1                          | 102<br>12% | 81<br>16%       | 102<br>68%<br>ACDE | 77<br>17%                  | 87<br>14%        | 31<br>14%       | 67<br>16%               | 97<br>14%       | 61<br>19%     |
| 2                          | 30<br>4%   | 23<br>4%        | 30<br>20%<br>ACDE  | 26<br>6%                   | 27<br>5%         | 12<br>6%        | 24<br>6%                | 30<br>4%        | 24<br>7%<br>G |
| 3 to 5                     | 12<br>1%   | 9<br>2%         | 12<br>8%<br>ACDE   | 10<br>2%                   | 9<br>2%          | 3<br>2%         | 8<br>2%                 | 10<br>1%        | 6<br>2%       |
| 6 to 10                    | 2          | 1               | 2<br>1%            | 2                          | 2                | -               | 2                       | 2               | 2<br>1%       |
| 11 to 20                   | 1          | 1               | 1<br>1%            | 1                          | 1                | -               | 1                       | 1               | 1             |
| 21 or more                 | 3          | 3               | 3<br>2%            | 3<br>1%                    | 3                | -               | -                       | 3               | 3<br>1%       |
| Not stated                 | 5<br>1%    | -               | -                  | -                          | -                | -               | -                       | -               | -             |
| Mean calls all respondents | 0.35       | 0.49            | 2.01<br>ACDE       | 0.57                       | 0.43             | 0.32            | 0.40                    | 0.43            | 0.67          |
| Standard Deviation         | 1.62       | 2.03            | 3.43               | 2.15                       | 1.83             | 0.74            | 0.96                    | 1.80            | 2.46          |
| Mean calls all received    | 2.01       | 2.14            | 2.01               | 2.14                       | 2.03             | 1.51            | 1.62                    | 2.03            | 2.29          |
| Standard Deviation         | 3.43       | 3.82            | 3.43               | 3.75                       | 3.53             | 0.90            | 1.34                    | 3.51            | 4.12          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom





**Table 27**  
**Q3d Number of silent calls**  
**Base: All respondents**

| Total                      | Age        |            |                  |                  |            |                 | Grouped Age       |                  |                  | Gender           |             | Working status  |                   |               |              |                      |              | Grouped working status |                  |               |
|----------------------------|------------|------------|------------------|------------------|------------|-----------------|-------------------|------------------|------------------|------------------|-------------|-----------------|-------------------|---------------|--------------|----------------------|--------------|------------------------|------------------|---------------|
|                            | 16-24 (A)  | 25-34 (B)  | 35-44 (C)        | 45-54 (D)        | 55-64 (E)  | 65+ (F)         | 16-34 (G)         | 35-54 (H)        | 55+ (I)          | Male (J)         | Female (K)  | Full time (L)   | Part time (M)     | Homemaker (N) | Student (O)  | Temp not working (P) | Retired (Q)  | Working (R)            | Not working (S)  |               |
| Unweighted Base            | 860        | 58         | 147              | 176              | 157        | 132             | 190               | 205              | 333              | 322              | 400         | 460             | 352               | 121           | 76           | 19                   | 75           | 217                    | 473              | 387           |
| Weighted Base              | 860        | 99*        | 138              | 167              | 142        | 118             | 196               | 237              | 309              | 314              | 410         | 450             | 353               | 131           | 67*          | 53**                 | 33*          | 221                    | 485              | 375           |
| Effective Base             | 713        | 46         | 137              | 152              | 141        | 115             | 163               | 158              | 293              | 277              | 331         | 383             | 323               | 117           | 67           | 18                   | 67           | 187                    | 440              | 280           |
| None                       | 337<br>39% | 35<br>3.6% | 73<br>5.3%<br>EF | 85<br>5.1%<br>EF | 56<br>3.9% | 36<br>3.0%      | 52<br>2.6%        | 109<br>4.6%<br>I | 140<br>4.5%<br>I | 88<br>2.8%       | 164<br>4.0% | 173<br>3.8%     | 171<br>4.8%<br>PQ | 53<br>4.0%    | 23<br>3.4%   | 19<br>3.5%           | 9<br>2.8%    | 61<br>2.8%             | 224<br>4.6%<br>S | 112<br>3.0%   |
| 1                          | 149<br>17% | 26<br>2.7% | 21<br>1.5%       | 33<br>2.0%       | 26<br>1.9% | 17<br>1.5%      | 26<br>1.3%        | 47<br>2.0%       | 59<br>1.9%       | 43<br>1.4%       | 68<br>1.7%  | 81<br>1.8%      | 61<br>1.7%        | 19<br>1.4%    | 11<br>1.7%   | 20<br>3.8%           | 7<br>2.0%    | 32<br>1.4%             | 80<br>1.6%       | 70<br>1.9%    |
| 2                          | 106<br>12% | 15<br>1.5% | 17<br>1.3%       | 20<br>1.2%       | 19<br>1.3% | 20<br>1.7%      | 15<br>7%          | 33<br>1.4%       | 39<br>1.3%       | 35<br>1.1%       | 34<br>8%    | 72<br>1.6%<br>J | 40<br>1.1%        | 22<br>1.7%    | 13<br>1.9%   | 5<br>1.0%            | 5<br>1.5%    | 21<br>9%               | 62<br>1.3%       | 44<br>1.2%    |
| 3 to 5                     | 139<br>16% | 17<br>1.7% | 19<br>1.4%       | 17<br>1.0%       | 25<br>1.8% | 19<br>1.6%      | 42<br>2.1%<br>C   | 36<br>1.5%       | 42<br>1.4%       | 61<br>1.9%       | 70<br>1.7%  | 69<br>1.5%      | 51<br>1.4%        | 20<br>1.6%    | 9<br>1.4%    | 9<br>1.7%            | 5<br>1.6%    | 44<br>2.0%             | 71<br>1.5%       | 68<br>1.8%    |
| 6 to 10                    | 73<br>9%   | 4<br>4%    | 5<br>4%          | 8<br>5%          | 11<br>8%   | 15<br>1.3%<br>B | 30<br>1.5%<br>BC  | 9<br>4%          | 19<br>6%         | 45<br>1.4%<br>GH | 39<br>9%    | 34<br>8%        | 22<br>6%          | 12<br>9%      | 7<br>1.1%    | -                    | 4<br>1.1%    | 29<br>1.3%<br>L        | 34<br>7%         | 39<br>1.0%    |
| 11 to 20                   | 44<br>5%   | 1<br>1%    | 2<br>1%          | 5<br>3%          | 5<br>3%    | 8<br>7%         | 24<br>1.2%<br>BCD | 3<br>1%          | 9<br>3%          | 32<br>1.0%<br>GH | 29<br>7%    | 15<br>3%        | 9<br>3%           | 5<br>3%       | 3<br>4%      | -                    | 3<br>9%<br>L | 25<br>1.1%<br>L        | 14<br>3%         | 30<br>8%<br>R |
| 21 or more                 | 7<br>1%    | -          | -                | -                | 1<br>*     | 2<br>2%         | 4<br>2%           | -                | 1<br>*           | 6<br>2%          | 3<br>1%     | 4<br>1%         | -                 | -             | 1<br>2%<br>L | -                    | -            | 5<br>2%<br>L           | -                | 7<br>2%<br>R  |
| Not stated                 | 5<br>1%    | -          | -                | -                | -          | 1<br>*          | 4<br>2%           | -                | -                | 5<br>2%          | 3<br>1%     | 2<br>*          | -                 | -             | -            | -                    | -            | 5<br>2%                | -                | 5<br>1%       |
| Mean calls all respondents | 2.69       | 1.76       | 1.38             | 1.54             | 2.36<br>B  | 3.81<br>BC      | 4.66<br>ABC<br>D  | 1.54             | 1.91             | 4.34<br>GH       | 3.04        | 2.37            | 1.84              | 2.27          | 3.08         | 1.26                 | 3.37<br>L    | 4.45<br>LM             | 1.95             | 3.65<br>R     |
| Standard Deviation         | 4.42       | 2.74       | 2.40             | 2.79             | 3.66       | 5.81            | 5.87              | 2.55             | 3.24             | 5.85             | 4.86        | 3.95            | 3.26              | 3.44          | 5.16         | 1.44                 | 4.65         | 5.98                   | 3.31             | 5.40          |
| Mean calls all received    | 4.43       | 2.73       | 2.95             | 3.11             | 3.87       | 5.49<br>BC      | 6.39<br>BCD       | 2.84             | 3.50             | 6.06<br>GH       | 5.08        | 3.86            | 3.57              | 3.80          | 4.69         | 1.94                 | 4.70         | 6.20<br>LM             | 3.64             | 5.23<br>R     |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 27**  
**Q3d Number of silent calls**  
**Base: All respondents**

| Total              | Age          |              |              |              |              |            | Grouped Age  |              |            | Gender      |               | Working status   |                  |                  |                |                         |                | Grouped working status |                    |      |
|--------------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|------------|-------------|---------------|------------------|------------------|------------------|----------------|-------------------------|----------------|------------------------|--------------------|------|
|                    | 16-24<br>(A) | 25-34<br>(B) | 35-44<br>(C) | 45-54<br>(D) | 55-64<br>(E) | 65+<br>(F) | 16-34<br>(G) | 35-54<br>(H) | 55+<br>(I) | Male<br>(J) | Female<br>(K) | Full time<br>(L) | Part time<br>(M) | Homemaker<br>(N) | Student<br>(O) | Temp not working<br>(P) | Retired<br>(Q) | Working<br>(R)         | Not working<br>(S) |      |
| Weighted Base      | <b>860</b>   | 99*          | 138          | 167          | 142          | 118        | 196          | 237          | 309        | 314         | 410           | 450              | 353              | 131              | 67*            | 53**                    | 33*            | 221                    | 485                | 375  |
| Effective Base     | <b>713</b>   | 46           | 137          | 152          | 141          | 115        | 163          | 158          | 293        | 277         | 331           | 383              | 323              | 117              | 67             | 18                      | 67             | 187                    | 440                | 280  |
| Standard Deviation | <b>4.94</b>  | 3.00         | 2.78         | 3.30         | 4.02         | 6.28       | 6.02         | 2.88         | 3.70       | 6.12        | 5.39          | 4.44             | 3.80             | 3.75             | 5.76           | 1.36                    | 4.90           | 6.25                   | 3.78               | 5.79 |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 27**  
**Q3d Number of silent calls**  
**Base: All respondents**

|                            | Total                    | SEG        |            |           |           | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|----------------------------|--------------------------|------------|------------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                            |                          | AB<br>(T)  | C1<br>(U)  | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base            | <b>860</b>               | 245        | 260        | 158       | 196       | 505         | 354         | 143                              | 213          | 201        | 303          | 717                     | 626                               | 91            |
| Weighted Base              | <b>860</b>               | 246        | 258        | 156       | 199       | 504         | 355         | 146                              | 196          | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base             | <b>713</b>               | 213        | 214        | 138       | 149       | 427         | 285         | 105                              | 179          | 173        | 261          | 611                     | 538                               | 76            |
| None                       | <b>337</b><br><b>39%</b> | 102<br>42% | 113<br>44% | 58<br>37% | 63<br>32% | 215<br>43%  | 121<br>34%  | 46<br>31%                        | 82<br>42%    | 87<br>41%  | 121<br>40%   | 291<br>41%              | 245<br>40%                        | 45<br>44%     |
| 1                          | <b>149</b><br><b>17%</b> | 40<br>16%  | 44<br>17%  | 26<br>17% | 40<br>20% | 84<br>17%   | 66<br>18%   | 25<br>17%                        | 39<br>20%    | 35<br>16%  | 52<br>17%    | 125<br>17%              | 106<br>17%                        | 19<br>19%     |
| 2                          | <b>106</b><br><b>12%</b> | 26<br>11%  | 29<br>11%  | 23<br>15% | 27<br>14% | 55<br>11%   | 50<br>14%   | 21<br>14%                        | 24<br>12%    | 23<br>11%  | 39<br>13%    | 86<br>12%               | 73<br>12%                         | 13<br>12%     |
| 3 to 5                     | <b>139</b><br><b>16%</b> | 43<br>18%  | 36<br>14%  | 27<br>17% | 33<br>17% | 79<br>16%   | 60<br>17%   | 25<br>17%                        | 26<br>13%    | 37<br>18%  | 51<br>17%    | 114<br>16%              | 99<br>16%                         | 15<br>14%     |
| 6 to 10                    | <b>73</b><br><b>9%</b>   | 21<br>8%   | 23<br>9%   | 13<br>8%  | 16<br>8%  | 44<br>9%    | 29<br>8%    | 12<br>8%                         | 16<br>8%     | 21<br>10%  | 24<br>8%     | 62<br>9%                | 57<br>9%                          | 5<br>5%       |
| 11 to 20                   | <b>44</b><br><b>5%</b>   | 9<br>4%    | 12<br>5%   | 5<br>3%   | 18<br>9%  | 21<br>4%    | 23<br>6%    | 16<br>11%<br>bde                 | 9<br>5%      | 5<br>2%    | 14<br>4%     | 28<br>4%                | 24<br>4%                          | 4<br>4%       |
| 21 or more                 | <b>7</b><br><b>1%</b>    | 3<br>1%    | 1<br>1%    | 1<br>1%   | 2<br>1%   | 4<br>1%     | 3<br>1%     | 1<br>1%                          | 1<br>1%      | 2<br>1%    | 3<br>1%      | 6<br>1%                 | 5<br>1%                           | 1<br>1%       |
| Not stated                 | <b>5</b><br><b>1%</b>    | 2<br>1%    | -          | 3<br>2%   | -         | 2<br>*      | 3<br>1%     | 2<br>1%                          | -            | 2<br>1%    | 2<br>1%      | 3<br>*                  | 2<br>*                            | 2<br>2%       |
| Mean calls all respondents | <b>2.69</b>              | 2.53       | 2.43       | 2.45      | 3.40      | 2.48        | 2.99        | 3.73<br>de                       | 2.40         | 2.39       | 2.58         | 2.47                    | 2.51                              | 2.25          |
| Standard Deviation         | <b>4.42</b>              | 4.39       | 4.08       | 3.97      | 5.11      | 4.23        | 4.67        | 5.49                             | 4.24         | 3.80       | 4.30         | 4.13                    | 4.09                              | 4.41          |
| Mean calls all received    | <b>4.43</b>              | 4.36       | 4.32       | 3.94      | 4.99      | 4.34        | 4.56        | 5.46                             | 4.12         | 4.08       | 4.30         | 4.19                    | 4.21                              | 4.06          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 27**  
**Q3d Number of silent calls**  
**Base: All respondents**

|                    | SEG         |           |           |           | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |      |
|--------------------|-------------|-----------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|------|
|                    | AB<br>(T)   | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |      |
| Weighted Base      | <b>860</b>  | 246       | 258       | 156       | 199         | 504         | 355                              | 146          | 196        | 212          | 306                     | 714                               | 611           | 103* |
| Effective Base     | <b>713</b>  | 213       | 214       | 138       | 149         | 427         | 285                              | 105          | 179        | 173          | 261                     | 611                               | 538           | 76   |
| Standard Deviation | <b>4.94</b> | 5.02      | 4.63      | 4.42      | 5.51        | 4.82        | 5.11                             | 5.90         | 4.88       | 4.22         | 4.84                    | 4.67                              | 4.57          | 5.29 |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 28**  
**Q3d Number of silent calls**  
**Base: All respondents**

|                            | Total      | Type of call       |                    |                            |                   |                | No. calls before answer |                  |                |
|----------------------------|------------|--------------------|--------------------|----------------------------|-------------------|----------------|-------------------------|------------------|----------------|
|                            |            | Silent (A)         | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)    | Other (E)      | 1 to 2 (F)              | 3 to 5 (G)       | 6+ (H)         |
| Unweighted Base            | 860        | 518                | 140                | 433                        | 606               | 221            | 413                     | 681              | 324            |
| Weighted Base              | 860        | 519                | 150                | 443                        | 602               | 217            | 411                     | 679              | 326            |
| Effective Base             | 713        | 422                | 109                | 354                        | 502               | 185            | 335                     | 560              | 260            |
| None                       | 337<br>39% | -                  | 31<br>21%<br>A     | 112<br>25%<br>A            | 179<br>30%<br>ACE | 46<br>21%<br>A | 85<br>21%               | 201<br>30%<br>FH | 55<br>17%      |
| 1                          | 149<br>17% | 149<br>29%<br>BCDE | 26<br>17%          | 77<br>17%                  | 109<br>18%        | 34<br>16%      | 87<br>21%               | 129<br>19%       | 58<br>18%      |
| 2                          | 106<br>12% | 106<br>20%<br>CD   | 19<br>13%          | 65<br>15%                  | 80<br>13%         | 31<br>14%      | 55<br>13%               | 98<br>14%        | 51<br>16%      |
| 3 to 5                     | 139<br>16% | 139<br>27%<br>CD   | 41<br>28%          | 95<br>21%                  | 116<br>19%        | 50<br>23%      | 94<br>23%               | 130<br>19%       | 84<br>26%<br>G |
| 6 to 10                    | 73<br>9%   | 73<br>14%          | 16<br>11%          | 56<br>13%                  | 70<br>12%         | 28<br>13%      | 57<br>14%<br>G          | 72<br>11%        | 40<br>12%      |
| 11 to 20                   | 44<br>5%   | 44<br>8%           | 14<br>9%           | 35<br>8%                   | 41<br>7%          | 24<br>11%      | 26<br>6%                | 42<br>6%         | 33<br>10%<br>G |
| 21 or more                 | 7<br>1%    | 7<br>1%            | 2<br>1%            | 3<br>1%                    | 7<br>1%           | 4<br>2%        | 5<br>1%                 | 7<br>1%          | 4<br>1%        |
| Not stated                 | 5<br>1%    | -                  | -                  | -                          | -                 | -              | -                       | -                | -              |
| Mean calls all respondents | 2.69       | 4.43<br>CD         | 4.04               | 3.62                       | 3.42              | 4.54<br>CD     | 3.68                    | 3.23             | 4.37<br>G      |
| Standard Deviation         | 4.42       | 4.94               | 5.15               | 4.71                       | 4.93              | 5.69           | 4.73                    | 4.71             | 5.33           |
| Mean calls all received    | 4.43       | 4.43               | 5.11               | 4.85                       | 4.87<br>A         | 5.75<br>A      | 4.65                    | 4.58             | 5.25           |
| Standard Deviation         | 4.94       | 4.94               | 5.30               | 4.87                       | 5.24              | 5.84           | 4.88                    | 5.03             | 5.43           |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 29**  
**Q3e12 Number of Other calls (Net)**  
**Base: All respondents**

| Total                      | Age        |                 |                   |                   |                 |                  | Grouped Age    |                 |                 | Gender         |            | Working status |                 |                |             |                      |             | Grouped working status |                 |               |
|----------------------------|------------|-----------------|-------------------|-------------------|-----------------|------------------|----------------|-----------------|-----------------|----------------|------------|----------------|-----------------|----------------|-------------|----------------------|-------------|------------------------|-----------------|---------------|
|                            | 16-24 (A)  | 25-34 (B)       | 35-44 (C)         | 45-54 (D)         | 55-64 (E)       | 65+ (F)          | 16-34 (G)      | 35-54 (H)       | 55+ (I)         | Male (J)       | Female (K) | Full time (L)  | Part time (M)   | Homemaker (N)  | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |               |
| Unweighted Base            | 860        | 58              | 147               | 176               | 157             | 132              | 190            | 205             | 333             | 322            | 400        | 460            | 352             | 121            | 76          | 19                   | 75          | 217                    | 473             | 387           |
| Weighted Base              | 860        | 99*             | 138               | 167               | 142             | 118              | 196            | 237             | 309             | 314            | 410        | 450            | 353             | 131            | 67*         | 53**                 | 33*         | 221                    | 485             | 375           |
| Effective Base             | 713        | 46              | 137               | 152               | 141             | 115              | 163            | 158             | 293             | 277            | 331        | 383            | 323             | 117            | 67          | 18                   | 67          | 187                    | 440             | 280           |
| None                       | 638<br>74% | 87<br>88%<br>EF | 120<br>87%<br>DEF | 140<br>84%<br>DEF | 101<br>71%      | 72<br>61%        | 119<br>61%     | 207<br>87%<br>I | 240<br>78%<br>I | 191<br>61%     | 297<br>72% | 341<br>76%     | 291<br>82%<br>Q | 99<br>76%<br>Q | 46<br>69%   | 45<br>83%            | 25<br>75%   | 132<br>60%             | 390<br>81%<br>S | 248<br>66%    |
| 1                          | 105<br>12% | -               | 10<br>8%          | 14<br>8%          | 26<br>18%<br>AB | 23<br>19%<br>ABC | 33<br>17%<br>A | 10<br>4%        | 40<br>13%<br>G  | 55<br>18%<br>G | 51<br>13%  | 54<br>12%      | 32<br>9%        | 20<br>15%      | 8<br>13%    | -                    | 3<br>10%    | 42<br>19%<br>L         | 51<br>11%       | 54<br>14%     |
| 2                          | 46<br>5%   | 8<br>8%         | 3<br>2%           | 6<br>4%           | 8<br>6%         | 7<br>6%          | 14<br>7%       | 10<br>4%        | 14<br>5%        | 22<br>7%       | 23<br>6%   | 23<br>5%       | 11<br>3%        | 6<br>5%        | 6<br>8%     | 6<br>11%             | *<br>1%     | 16<br>7%               | 18<br>4%        | 28<br>7%      |
| 3 to 5                     | 45<br>5%   | 4<br>4%         | 3<br>2%           | 4<br>3%           | 5<br>3%         | 11<br>9%         | 18<br>9%       | 7<br>3%         | 9<br>3%         | 29<br>9%<br>GH | 25<br>6%   | 19<br>4%       | 12<br>3%        | 4<br>3%        | 5<br>7%     | 3<br>6%              | 3<br>8%     | 18<br>8%               | 16<br>3%        | 29<br>8%<br>R |
| 6 to 10                    | 16<br>2%   | 1<br>1%         | 1<br>1%           | 3<br>2%           | 1<br>1%         | 4<br>3%          | 5<br>3%        | 3<br>1%         | 4<br>1%         | 10<br>3%       | 8<br>2%    | 8<br>2%        | 6<br>2%         | 2<br>2%        | 1<br>2%     | -                    | 1<br>4%     | 5<br>2%                | 8<br>2%         | 8<br>2%       |
| 11 to 20                   | 5<br>1%    | -               | -                 | 1<br>*            | 2<br>1%         | *<br>*           | 2<br>1%        | -               | 3<br>1%         | 2<br>1%        | 3<br>1%    | 2<br>1%        | 2<br>1%         | -              | 1<br>1%     | -                    | *<br>1%     | 2<br>1%                | 2<br>*          | 3<br>1%       |
| 21 or more                 | 1<br>*     | -               | -                 | -                 | -               | -                | 1<br>*         | -               | -               | 1<br>*         | 1<br>*     | -              | -               | -              | -           | -                    | -           | 1<br>*                 | -               | 1<br>*        |
| Not stated                 | 5<br>1%    | -               | -                 | -                 | -               | 1<br>*           | 4<br>2%        | -               | -               | 5<br>2%        | 3<br>1%    | 2<br>*         | -               | -              | -           | -                    | -           | 5<br>2%                | -               | 5<br>1%       |
| Mean calls all respondents | 0.67       | 0.41            | 0.26              | 0.46              | 0.68            | 0.94<br>B        | 1.10<br>BC     | 0.32            | 0.56            | 1.04<br>GH     | 0.73       | 0.62           | 0.47            | 0.47           | 0.95        | 0.50                 | 0.93        | 1.03<br>L              | 0.47            | 0.93<br>R     |
| Standard Deviation         | 1.82       | 1.23            | 0.93              | 1.72              | 1.85            | 1.82             | 2.42           | 1.07            | 1.78            | 2.21           | 1.90       | 1.75           | 1.59            | 1.18           | 2.23        | 1.29                 | 2.34        | 2.27                   | 1.49            | 2.15          |
| Mean calls all received    | 2.63       | 3.28            | 2.05              | 2.77              | 2.33            | 2.42             | 2.90           | 2.57            | 2.50            | 2.72           | 2.67       | 2.59           | 2.65            | 1.92           | 3.00        | 3.05                 | 3.79        | 2.63                   | 2.40            | 2.80          |
| Standard Deviation         | 2.81       | 1.69            | 1.83              | 3.43              | 2.83            | 2.22             | 3.21           | 1.84            | 3.07            | 2.87           | 2.84       | 2.80           | 2.94            | 1.74           | 3.13        | 1.52                 | 3.51        | 2.99                   | 2.61            | 2.96          |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 29**  
**Q3e12 Number of Other calls (Net)**  
**Base: All respondents**

|                            | Total             | SEG        |            |                |            | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|----------------------------|-------------------|------------|------------|----------------|------------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                            |                   | AB<br>(T)  | C1<br>(U)  | C2<br>(V)      | DE<br>(W)  | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base            | <b>860</b>        | 245        | 260        | 158            | 196        | 505         | 354         | 143                              | 213          | 201        | 303          | 717                     | 626                               | 91            |
| Weighted Base              | <b>860</b>        | 246        | 258        | 156            | 199        | 504         | 355         | 146                              | 196          | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base             | <b>713</b>        | 213        | 214        | 138            | 149        | 427         | 285         | 105                              | 179          | 173        | 261          | 611                     | 538                               | 76            |
| None                       | <b>638</b><br>74% | 180<br>73% | 204<br>79% | 109<br>70%     | 144<br>72% | 384<br>76%  | 253<br>71%  | 103<br>70%                       | 149<br>76%   | 156<br>74% | 230<br>75%   | 535<br>75%              | 460<br>75%                        | 76<br>73%     |
| 1                          | <b>105</b><br>12% | 34<br>14%  | 21<br>8%   | 27<br>17%<br>U | 23<br>12%  | 55<br>11%   | 50<br>14%   | 18<br>12%                        | 27<br>14%    | 27<br>13%  | 34<br>11%    | 87<br>12%               | 74<br>12%                         | 13<br>13%     |
| 2                          | <b>46</b><br>5%   | 17<br>7%   | 13<br>5%   | 5<br>3%        | 11<br>5%   | 30<br>6%    | 16<br>4%    | 13<br>9%                         | 6<br>3%      | 11<br>5%   | 16<br>5%     | 33<br>5%                | 26<br>4%                          | 7<br>7%       |
| 3 to 5                     | <b>45</b><br>5%   | 8<br>3%    | 15<br>6%   | 10<br>7%       | 12<br>6%   | 23<br>5%    | 22<br>6%    | 7<br>5%                          | 10<br>5%     | 13<br>6%   | 15<br>5%     | 38<br>5%                | 32<br>5%                          | 6<br>5%       |
| 6 to 10                    | <b>16</b><br>2%   | 3<br>1%    | 5<br>2%    | -              | 8<br>4%    | 8<br>2%     | 8<br>2%     | 4<br>2%                          | 4<br>2%      | 3<br>1%    | 5<br>2%      | 12<br>2%                | 12<br>2%                          | -             |
| 11 to 20                   | <b>5</b><br>1%    | 2<br>1%    | -          | 2<br>1%        | 2<br>1%    | 2<br>*      | 3<br>1%     | 1<br>1%                          | 1<br>*       | 1<br>*     | 2<br>1%      | 4<br>1%                 | 4<br>1%                           | *<br>*        |
| 21 or more                 | <b>1</b><br>*     | -          | 1<br>*     | -              | -          | 1<br>*      | -           | -                                | -            | -          | 1<br>*       | 1<br>*                  | 1<br>*                            | -             |
| Not stated                 | <b>5</b><br>1%    | 2<br>1%    | -          | 3<br>2%        | -          | 2<br>*      | 3<br>1%     | 2<br>1%                          | -            | 2<br>1%    | 2<br>1%      | 3<br>*                  | 2<br>*                            | 2<br>2%       |
| Mean calls all respondents | <b>0.67</b>       | 0.59       | 0.61       | 0.67           | 0.85       | 0.60        | 0.77        | 0.76                             | 0.58         | 0.63       | 0.71         | 0.65                    | 0.67                              | 0.54          |
| Standard Deviation         | <b>1.82</b>       | 1.70       | 1.84       | 1.71           | 2.02       | 1.77        | 1.89        | 1.80                             | 1.71         | 1.50       | 2.09         | 1.83                    | 1.90                              | 1.32          |
| Mean calls all received    | <b>2.63</b>       | 2.24       | 2.87       | 2.34           | 3.08       | 2.53        | 2.75        | 2.61                             | 2.41         | 2.44       | 2.91         | 2.63                    | 2.72                              | 2.12          |
| Standard Deviation         | <b>2.81</b>       | 2.72       | 3.11       | 2.53           | 2.81       | 2.91        | 2.70        | 2.53                             | 2.78         | 2.10       | 3.40         | 2.88                    | 3.02                              | 1.88          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 30**  
**Q3e12 Number of Other calls (Net)**  
**Base: All respondents**

|                            | Total      | Type of call    |                    |                            |                 |                    | No. calls before answer |                 |            |
|----------------------------|------------|-----------------|--------------------|----------------------------|-----------------|--------------------|-------------------------|-----------------|------------|
|                            |            | Silent (A)      | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)  | Other (E)          | 1 to 2 (F)              | 3 to 5 (G)      | 6+ (H)     |
| Unweighted Base            | 860        | 518             | 140                | 433                        | 606             | 221                | 413                     | 681             | 324        |
| Weighted Base              | 860        | 519             | 150                | 443                        | 602             | 217                | 411                     | 679             | 326        |
| Effective Base             | 713        | 422             | 109                | 354                        | 502             | 185                | 335                     | 560             | 260        |
| None                       | 638<br>74% | 347<br>67%<br>E | 103<br>69%<br>E    | 304<br>69%<br>E            | 413<br>69%<br>E | -                  | 263<br>64%              | 472<br>70%<br>F | 215<br>66% |
| 1                          | 105<br>12% | 78<br>15%       | 17<br>11%          | 66<br>15%                  | 87<br>14%       | 105<br>48%<br>ABCD | 68<br>16%               | 100<br>15%      | 48<br>15%  |
| 2                          | 46<br>5%   | 38<br>7%        | 12<br>8%           | 31<br>7%                   | 42<br>7%        | 46<br>21%<br>ABCD  | 37<br>9%                | 44<br>6%        | 21<br>7%   |
| 3 to 5                     | 45<br>5%   | 36<br>7%        | 10<br>6%           | 28<br>6%                   | 40<br>7%        | 45<br>21%<br>ABCD  | 28<br>7%                | 42<br>6%        | 28<br>9%   |
| 6 to 10                    | 16<br>2%   | 14<br>3%        | 6<br>4%            | 8<br>2%                    | 15<br>2%        | 16<br>7%<br>ACD    | 12<br>3%                | 16<br>2%        | 10<br>3%   |
| 11 to 20                   | 5<br>1%    | 4<br>1%         | 1<br>1%            | 4<br>1%                    | 5<br>1%         | 5<br>2%            | 3<br>1%                 | 4<br>1%         | 3<br>1%    |
| 21 or more                 | 1          | 1               | 1                  | 1                          | 1               | 1                  | -                       | 1               | 1          |
| Not stated                 | 5<br>1%    | -               | -                  | -                          | -               | -                  | -                       | -               | -          |
| Mean calls all respondents | 0.67       | 0.92            | 1.05               | 0.85                       | 0.86            | 2.63<br>ABCD       | 0.94                    | 0.80            | 1.03       |
| Standard Deviation         | 1.82       | 2.15            | 2.62               | 2.13                       | 2.07            | 2.81               | 2.01                    | 1.95            | 2.40       |
| Mean calls all received    | 2.63       | 2.77            | 3.41               | 2.70                       | 2.73            | 2.63               | 2.62                    | 2.62            | 3.02       |
| Standard Deviation         | 2.81       | 2.98            | 3.78               | 3.09                       | 2.93            | 2.81               | 2.62                    | 2.78            | 3.31       |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
 Prepared by GfK NOP on behalf of Ofcom





**Table 31**  
**Q3net Number of Unwanted calls (Net)**  
**Base: All respondents**

| Total                      | Age        |           |                  |                 |                |                   | Grouped Age       |                |                | Gender          |            | Working status |                |                |               |                      |               | Grouped working status |                 |                |
|----------------------------|------------|-----------|------------------|-----------------|----------------|-------------------|-------------------|----------------|----------------|-----------------|------------|----------------|----------------|----------------|---------------|----------------------|---------------|------------------------|-----------------|----------------|
|                            | 16-24 (A)  | 25-34 (B) | 35-44 (C)        | 45-54 (D)       | 55-64 (E)      | 65+ (F)           | 16-34 (G)         | 35-54 (H)      | 55+ (I)        | Male (J)        | Female (K) | Full time (L)  | Part time (M)  | Homemaker (N)  | Student (O)   | Temp not working (P) | Retired (Q)   | Working (R)            | Not working (S) |                |
| Unweighted Base            | 860        | 58        | 147              | 176             | 157            | 132               | 190               | 205            | 333            | 322             | 400        | 460            | 352            | 121            | 76            | 19                   | 75            | 217                    | 473             | 387            |
| Weighted Base              | 860        | 99*       | 138              | 167             | 142            | 118               | 196               | 237            | 309            | 314             | 410        | 450            | 353            | 131            | 67*           | 53**                 | 33*           | 221                    | 485             | 375            |
| Effective Base             | 713        | 46        | 137              | 152             | 141            | 115               | 163               | 158            | 293            | 277             | 331        | 383            | 323            | 117            | 67            | 18                   | 67            | 187                    | 440             | 280            |
| None                       | 114<br>13% | 16<br>16% | 31<br>22%<br>DEF | 35<br>21%<br>DF | 12<br>8%       | 11<br>9%          | 10<br>5%          | 47<br>20%<br>I | 47<br>15%<br>I | 21<br>7%        | 47<br>11%  | 67<br>15%      | 61<br>17%<br>Q | 16<br>12%      | 8<br>12%      | 10<br>18%            | 3<br>10%      | 15<br>7%               | 77<br>16%       | 37<br>10%      |
| 1                          | 77<br>9%   | 15<br>15% | 13<br>10%        | 24<br>14%<br>EF | 12<br>9%       | 4<br>4%           | 8<br>4%           | 28<br>12%<br>I | 36<br>12%<br>I | 12<br>4%        | 42<br>10%  | 34<br>8%       | 43<br>12%<br>Q | 9<br>7%        | 5<br>7%       | 8<br>15%             | 4<br>11%      | 8<br>4%                | 51<br>11%       | 25<br>7%       |
| 2                          | 79<br>9%   | 11<br>12% | 18<br>13%<br>F   | 18<br>11%<br>F  | 18<br>13%<br>F | 6<br>5%           | 7<br>4%           | 29<br>12%<br>I | 37<br>12%<br>I | 14<br>4%        | 33<br>8%   | 46<br>10%      | 43<br>12%<br>Q | 16<br>12%<br>Q | 9<br>14%<br>Q | -                    | 2<br>7%       | 8<br>4%                | 59<br>12%<br>S  | 20<br>5%       |
| 3 to 5                     | 177<br>21% | 17<br>17% | 36<br>26%        | 37<br>22%       | 28<br>20%      | 23<br>19%         | 36<br>19%         | 53<br>22%      | 65<br>21%      | 59<br>19%       | 89<br>22%  | 88<br>20%      | 78<br>22%      | 30<br>23%      | 15<br>22%     | 9<br>17%             | 5<br>14%      | 40<br>18%              | 108<br>22%      | 69<br>18%      |
| 6 to 10                    | 171<br>20% | 25<br>25% | 26<br>19%        | 29<br>17%       | 31<br>22%      | 24<br>20%         | 35<br>18%         | 51<br>22%      | 60<br>19%      | 59<br>19%       | 71<br>17%  | 100<br>22%     | 64<br>18%      | 26<br>20%      | 12<br>17%     | 21<br>39%            | 8<br>24%      | 41<br>18%              | 90<br>18%       | 81<br>22%      |
| 11 to 20                   | 152<br>18% | 11<br>11% | 12<br>8%         | 16<br>10%       | 27<br>19%<br>B | 31<br>26%<br>BC   | 55<br>28%<br>BC   | 22<br>9%       | 43<br>14%      | 86<br>27%<br>GH | 75<br>18%  | 77<br>17%      | 45<br>13%      | 25<br>19%      | 9<br>14%      | 3<br>5%              | 8<br>25%<br>L | 61<br>27%<br>L         | 71<br>15%       | 81<br>22%      |
| 21 or more                 | 86<br>10%  | 4<br>4%   | 3<br>2%          | 8<br>5%         | 12<br>9%       | 19<br>16%<br>BC   | 39<br>20%<br>ABCD | 7<br>3%        | 21<br>7%       | 58<br>19%<br>GH | 50<br>12%  | 36<br>8%       | 19<br>5%       | 10<br>7%       | 9<br>13%      | 3<br>6%              | 3<br>8%       | 43<br>19%<br>LM        | 29<br>6%        | 57<br>15%<br>R |
| Not stated                 | 5<br>1%    | -         | -                | -               | -              | 1                 | 4<br>2%           | -              | -              | 5<br>2%         | 3<br>1%    | 2              | -              | -              | -             | -                    | -             | 5<br>2%                | -               | 5<br>1%        |
| Mean calls all respondents | 8.38       | 5.71      | 4.48             | 5.26            | 8.02<br>BC     | 11.48<br>AB<br>CD | 13.62<br>ABC<br>D | 5.00           | 6.53           | 12.81<br>GH     | 9.15       | 7.67           | 6.05           | 7.25           | 9.16<br>L     | 6.00                 | 8.54          | 13.16<br>LMP           | 6.38            | 10.99<br>R     |
| Standard Deviation         | 9.93       | 6.52      | 5.11             | 6.32            | 8.09           | 12.18             | 13.04             | 5.76           | 7.31           | 12.74           | 10.86      | 8.95           | 7.86           | 6.85           | 11.79         | 6.51                 | 8.66          | 12.76                  | 7.61            | 11.83          |
| Mean calls all received    | 9.66       | 6.80      | 5.76             | 6.63            | 8.76<br>B      | 12.63<br>AB<br>CD | 14.39<br>ABC<br>D | 6.22           | 7.69           | 13.74<br>GH     | 10.35      | 9.01           | 7.33           | 8.24           | 10.44         | 7.34                 | 9.53          | 14.18<br>LM            | 7.59            | 12.20<br>R     |
| Standard Deviation         | 10.06      | 6.57      | 5.11             | 6.42            | 8.07           | 12.20             | 12.98             | 5.80           | 7.35           | 12.71           | 11.00      | 9.06           | 8.09           | 6.72           | 12.05         | 6.48                 | 8.61          | 12.69                  | 7.73            | 11.86          |

*Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
*Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing*  
 Prepared by GfK NOP on behalf of Ofcom



**Table 31**  
**Q3net Number of Unwanted calls (Net)**  
**Base: All respondents**

|                            | Total             | SEG       |           |           |           | Grouped SEG |             | Region                           |                |            |              |                         |                                   |               |
|----------------------------|-------------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|----------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                            |                   | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)   | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base            | <b>860</b>        | 245       | 260       | 158       | 196       | 505         | 354         | 143                              | 213            | 201        | 303          | 717                     | 626                               | 91            |
| Weighted Base              | <b>860</b>        | 246       | 258       | 156       | 199       | 504         | 355         | 146                              | 196            | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base             | <b>713</b>        | 213       | 214       | 138       | 149       | 427         | 285         | 105                              | 179            | 173        | 261          | 611                     | 538                               | 76            |
| None                       | <b>114</b><br>13% | 30<br>12% | 43<br>17% | 23<br>15% | 18<br>9%  | 73<br>14%   | 41<br>12%   | 19<br>13%                        | 20<br>10%      | 26<br>12%  | 49<br>16%    | 95<br>13%<br>e          | 73<br>12%                         | 22<br>21%     |
| 1                          | <b>77</b><br>9%   | 23<br>9%  | 31<br>12% | 9<br>6%   | 14<br>7%  | 54<br>11%   | 22<br>6%    | 13<br>9%                         | 27<br>14%<br>c | 20<br>9%   | 18<br>6%     | 64<br>9%                | 57<br>9%                          | 7<br>7%       |
| 2                          | <b>79</b><br>9%   | 28<br>11% | 19<br>7%  | 12<br>8%  | 20<br>10% | 47<br>9%    | 32<br>9%    | 10<br>7%                         | 16<br>8%       | 18<br>9%   | 35<br>11%    | 70<br>10%               | 61<br>10%                         | 8<br>8%       |
| 3 to 5                     | <b>177</b><br>21% | 49<br>20% | 44<br>17% | 41<br>26% | 44<br>22% | 92<br>18%   | 84<br>24%   | 19<br>13%                        | 37<br>19%      | 53<br>25%  | 68<br>22%    | 158<br>22%              | 140<br>23%                        | 18<br>18%     |
| 6 to 10                    | <b>171</b><br>20% | 54<br>22% | 51<br>20% | 23<br>15% | 42<br>21% | 105<br>21%  | 65<br>18%   | 31<br>21%                        | 36<br>18%      | 43<br>20%  | 60<br>20%    | 139<br>20%              | 116<br>19%                        | 23<br>22%     |
| 11 to 20                   | <b>152</b><br>18% | 36<br>15% | 44<br>17% | 34<br>22% | 38<br>19% | 80<br>16%   | 72<br>20%   | 28<br>19%                        | 46<br>23%      | 34<br>16%  | 45<br>15%    | 124<br>17%              | 108<br>18%                        | 16<br>16%     |
| 21 or more                 | <b>86</b><br>10%  | 24<br>10% | 27<br>10% | 12<br>8%  | 24<br>12% | 50<br>10%   | 35<br>10%   | 25<br>17%<br>d                   | 15<br>7%       | 16<br>8%   | 30<br>10%    | 61<br>9%                | 54<br>9%                          | 7<br>7%       |
| Not stated                 | <b>5</b><br>1%    | 2<br>1%   | -         | 3<br>2%   | -         | 2           | 3<br>1%     | 2<br>1%                          | -              | 2<br>1%    | 2<br>1%      | 3                       | 2                                 | 2<br>2%       |
| Mean calls all respondents | <b>8.38</b>       | 8.04      | 8.04      | 8.05      | 9.48      | 8.04        | 8.86        | 11.29<br>bde                     | 7.97           | 7.35       | 7.95         | 7.78                    | 7.87                              | 7.22          |
| Standard Deviation         | <b>9.93</b>       | 9.47      | 10.04     | 8.64      | 11.19     | 9.76        | 10.17       | 14.01                            | 8.38           | 7.93       | 9.54         | 8.76                    | 8.76                              | 8.83          |
| Mean calls all received    | <b>9.66</b>       | 9.17      | 9.63      | 9.45      | 10.45     | 9.41        | 10.03       | 13.04<br>abd<br>e                | 8.89           | 8.37       | 9.47         | 8.98                    | 8.94                              | 9.20          |
| Standard Deviation         | <b>10.06</b>      | 9.59      | 10.27     | 8.63      | 11.31     | 9.93        | 10.27       | 14.28                            | 8.37           | 7.94       | 9.70         | 8.82                    | 8.80                              | 9.01          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 32**  
**Q3net Number of Unwanted calls (Net)**  
**Base: All respondents**

|                            | Total      | Type of call    |                    |                            |                 |                 | No. calls before answer |            |                |
|----------------------------|------------|-----------------|--------------------|----------------------------|-----------------|-----------------|-------------------------|------------|----------------|
|                            |            | Silent (A)      | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)  | Other (E)       | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)         |
| Unweighted Base            | 860        | 518             | 140                | 433                        | 606             | 221             | 413                     | 681        | 324            |
| Weighted Base              | 860        | 519             | 150                | 443                        | 602             | 217             | 411                     | 679        | 326            |
| Effective Base             | 713        | 422             | 109                | 354                        | 502             | 185             | 335                     | 560        | 260            |
| None                       | 114<br>13% | -               | -                  | -                          | -               | -               | -                       | -          | -              |
| 1                          | 77<br>9%   | 23<br>5%        | -                  | 6<br>1%                    | 41<br>7%        | 6<br>3%         | 12<br>3%                | 53<br>8%   | 12<br>4%       |
| 2                          | 79<br>9%   | 33<br>6%        | 7<br>5%            | 25<br>6%                   | 51<br>8%        | 8<br>4%         | 15<br>4%                | 73<br>11%  | 12<br>4%       |
| 3 to 5                     | 177<br>21% | 111<br>21%<br>E | 20<br>13%          | 93<br>21%<br>E             | 129<br>21%<br>E | 30<br>14%       | 93<br>23%               | 159<br>23% | 66<br>20%      |
| 6 to 10                    | 171<br>20% | 131<br>25%      | 57<br>38%<br>AD    | 129<br>29%                 | 149<br>26%      | 56<br>26%       | 119<br>29%<br>G         | 165<br>24% | 87<br>27%      |
| 11 to 20                   | 152<br>18% | 136<br>26%      | 39<br>26%          | 117<br>26%                 | 147<br>24%      | 66<br>30%       | 112<br>27%<br>G         | 146<br>21% | 91<br>28%<br>G |
| 21 or more                 | 86<br>10%  | 84<br>16%       | 26<br>18%          | 74<br>17%                  | 85<br>14%       | 51<br>24%<br>AD | 61<br>15%               | 84<br>12%  | 58<br>18%<br>G |
| Not stated                 | 5<br>1%    | -               | -                  | -                          | -               | -               | -                       | -          | -              |
| Mean calls all respondents | 8.38       | 11.97<br>D      | 13.94<br>D         | 12.29<br>D                 | 11.00           | 15.00<br>ACD    | 11.74<br>G              | 10.10      | 12.85<br>G     |
| Standard Deviation         | 9.93       | 10.94           | 13.22              | 10.84                      | 10.60           | 12.51           | 10.19                   | 10.24      | 11.69          |
| Mean calls all received    | 9.66       | 11.97<br>D      | 13.94<br>D         | 12.29<br>D                 | 11.00           | 15.00<br>ACD    | 11.74<br>G              | 10.10      | 12.85<br>G     |
| Standard Deviation         | 10.06      | 10.94           | 13.22              | 10.84                      | 10.60           | 12.51           | 10.19                   | 10.24      | 11.69          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



Table 33

Q3a Number of live sales calls

Base: All respondents who received (live sales calls)

|                            | Total      | Age       |                |                 |                |              |                | Grouped Age    |                |                | Gender    |            | Working status |                |                |             |                      |                | Grouped working status |                 |
|----------------------------|------------|-----------|----------------|-----------------|----------------|--------------|----------------|----------------|----------------|----------------|-----------|------------|----------------|----------------|----------------|-------------|----------------------|----------------|------------------------|-----------------|
|                            |            | 16-24 (A) | 25-34 (B)      | 35-44 (C)       | 45-54 (D)      | 55-64 (E)    | 65+ (F)        | 16-34 (G)      | 35-54 (H)      | 55+ (I)        | Male (J)  | Female (K) | Full time (L)  | Part time (M)  | Homemaker (N)  | Student (O) | Temp not working (P) | Retired (Q)    | Working (R)            | Not working (S) |
| Unweighted Base            | 606        | 36        | 86             | 107             | 117            | 106          | 154            | 122            | 224            | 260            | 280       | 326        | 221            | 96             | 54             | 10          | 53                   | 172            | 317                    | 289             |
| Weighted Base              | 602        | 63**      | 78*            | 100*            | 107            | 95*          | 159            | 141*           | 207            | 254            | 288       | 314        | 224            | 103*           | 45*            | 31**        | 23*                  | 176            | 327                    | 275             |
| Effective Base             | 502        | 28        | 80             | 94              | 104            | 91           | 133            | 92             | 198            | 223            | 232       | 270        | 202            | 93             | 50             | 10          | 46                   | 148            | 295                    | 210             |
| 1                          | 179<br>30% | 31<br>49% | 30<br>38%<br>F | 40<br>40%<br>EF | 35<br>33%<br>F | 20<br>22%    | 22<br>14%      | 61<br>43%<br>I | 75<br>36%<br>I | 43<br>17%      | 80<br>28% | 98<br>31%  | 84<br>37%<br>Q | 31<br>30%<br>Q | 15<br>33%<br>Q | 14<br>46%   | 8<br>37%<br>Q        | 26<br>15%      | 114<br>35%<br>S        | 64<br>23%       |
| 2                          | 112<br>19% | 9<br>15%  | 22<br>28%      | 15<br>15%       | 23<br>21%      | 18<br>19%    | 24<br>15%      | 32<br>22%      | 38<br>18%      | 42<br>17%      | 45<br>16% | 67<br>21%  | 42<br>19%      | 26<br>25%      | 6<br>13%       | 3<br>10%    | 3<br>12%             | 32<br>18%      | 68<br>21%              | 43<br>16%       |
| 3 to 5                     | 168<br>28% | 17<br>26% | 18<br>23%      | 32<br>32%       | 23<br>22%      | 29<br>30%    | 49<br>31%      | 35<br>25%      | 55<br>27%      | 78<br>31%      | 83<br>29% | 85<br>27%  | 59<br>26%      | 26<br>25%      | 13<br>28%      | 11<br>34%   | 5<br>22%             | 54<br>31%      | 85<br>26%              | 83<br>30%       |
| 6 to 10                    | 93<br>16%  | 3<br>5%   | 8<br>10%       | 7<br>7%         | 20<br>18%      | 19<br>20%    | 37<br>23%<br>C | 11<br>8%       | 27<br>13%      | 56<br>22%<br>G | 54<br>19% | 40<br>13%  | 32<br>14%      | 15<br>15%      | 4<br>10%       | -           | 6<br>26%             | 36<br>20%      | 47<br>14%              | 46<br>17%       |
| 11 to 20                   | 42<br>7%   | 3<br>5%   | -              | 6<br>6%         | 6<br>5%        | 9<br>9%<br>B | 19<br>12%<br>B | 3<br>2%        | 11<br>5%       | 27<br>11%<br>G | 22<br>8%  | 20<br>6%   | 6<br>3%        | 5<br>5%        | 7<br>16%<br>L  | 3<br>10%    | *<br>1%              | 20<br>12%<br>L | 11<br>3%               | 31<br>11%<br>R  |
| 21 or more                 | 9<br>1%    | -         | -              | -               | 1<br>1%        | *<br>*       | 7<br>5%        | -              | 1<br>*         | 8<br>3%        | 4<br>1%   | 5<br>2%    | 1<br>*         | -              | -              | -           | *<br>2%              | 7<br>4%        | 1<br>*                 | 8<br>3%         |
| Mean calls all respondents | 4.28       | 2.48      | 2.62           | 3.29            | 4.06<br>B      | 4.66<br>B    | 6.35<br>BCD    | 2.56           | 3.69<br>G      | 5.72<br>GH     | 4.52      | 4.06       | 3.31           | 3.61           | 4.97<br>L      | 2.78        | 4.06                 | 6.02<br>LM     | 3.40                   | 5.32<br>R       |
| Standard Deviation         | 4.53       | 2.37      | 2.05           | 3.36            | 4.38           | 4.13         | 6.00           | 2.19           | 3.93           | 5.43           | 4.45      | 4.59       | 3.30           | 3.53           | 5.31           | 2.93        | 4.20                 | 5.78           | 3.37                   | 5.42            |
| Mean calls all received    | 4.28       | 2.48      | 2.62           | 3.29            | 4.06<br>B      | 4.66<br>B    | 6.35<br>BCD    | 2.56           | 3.69<br>G      | 5.72<br>GH     | 4.52      | 4.06       | 3.31           | 3.61           | 4.97<br>L      | 2.78        | 4.06                 | 6.02<br>LM     | 3.40                   | 5.32<br>R       |
| Standard Deviation         | 4.53       | 2.37      | 2.05           | 3.36            | 4.38           | 4.13         | 6.00           | 2.19           | 3.93           | 5.43           | 4.45      | 4.59       | 3.30           | 3.53           | 5.31           | 2.93        | 4.20                 | 5.78           | 3.37                   | 5.42            |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 33**  
**Q3a Number of live sales calls**  
**Base: All respondents who received (live sales calls)**

|                            | Total                    | SEG       |           |           |           | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|----------------------------|--------------------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                            |                          | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base            | <b>606</b>               | 180       | 180       | 111       | 134       | 360         | 245         | 101                              | 156          | 145        | 204          | 505                     | 447                               | 58            |
| Weighted Base              | <b>602</b>               | 181       | 172       | 109*      | 139       | 353         | 248         | 102*                             | 143          | 151        | 207          | 500                     | 434                               | 66*           |
| Effective Base             | <b>502</b>               | 157       | 153       | 94        | 100       | 310         | 193         | 76                               | 133          | 125        | 170          | 427                     | 383                               | 47            |
| 1                          | <b>179</b><br><b>30%</b> | 58<br>32% | 48<br>28% | 37<br>34% | 35<br>25% | 106<br>30%  | 72<br>29%   | 18<br>17%                        | 44<br>31%    | 50<br>33%  | 67<br>32%    | 161<br>32%<br>Z         | 139<br>32%                        | 21<br>32%     |
| 2                          | <b>112</b><br><b>19%</b> | 32<br>18% | 32<br>19% | 22<br>20% | 26<br>19% | 64<br>18%   | 48<br>19%   | 21<br>20%                        | 29<br>20%    | 30<br>20%  | 32<br>15%    | 91<br>18%               | 84<br>19%                         | 7<br>10%      |
| 3 to 5                     | <b>168</b><br><b>28%</b> | 51<br>28% | 42<br>24% | 26<br>24% | 48<br>35% | 92<br>26%   | 74<br>30%   | 32<br>31%                        | 42<br>29%    | 37<br>24%  | 57<br>28%    | 136<br>27%              | 112<br>26%                        | 24<br>36%     |
| 6 to 10                    | <b>93</b><br><b>16%</b>  | 23<br>13% | 35<br>20% | 15<br>14% | 20<br>15% | 58<br>16%   | 36<br>14%   | 22<br>22%                        | 15<br>11%    | 26<br>17%  | 30<br>14%    | 71<br>14%               | 60<br>14%                         | 11<br>17%     |
| 11 to 20                   | <b>42</b><br><b>7%</b>   | 14<br>8%  | 14<br>8%  | 8<br>7%   | 6<br>4%   | 28<br>8%    | 14<br>6%    | 6<br>6%                          | 11<br>7%     | 7<br>4%    | 18<br>9%     | 36<br>7%                | 33<br>8%                          | 3<br>5%       |
| 21 or more                 | <b>9</b><br><b>1%</b>    | 3<br>2%   | 1<br>1%   | 1<br>1%   | 3<br>2%   | 5<br>1%     | 4<br>2%     | 3<br>3%                          | 1<br>1%      | 1<br>1%    | 3<br>1%      | 5<br>1%                 | 5<br>1%                           | -             |
| Mean calls all respondents | <b>4.28</b>              | 4.28      | 4.36      | 3.91      | 4.48      | 4.32        | 4.23        | 5.13                             | 3.96         | 3.77       | 4.45         | 4.11                    | 4.15                              | 3.83          |
| Standard Deviation         | <b>4.53</b>              | 4.88      | 4.12      | 4.04      | 4.93      | 4.52        | 4.56        | 5.22                             | 4.19         | 3.89       | 4.77         | 4.36                    | 4.51                              | 3.22          |
| Mean calls all received    | <b>4.28</b>              | 4.28      | 4.36      | 3.91      | 4.48      | 4.32        | 4.23        | 5.13                             | 3.96         | 3.77       | 4.45         | 4.11                    | 4.15                              | 3.83          |
| Standard Deviation         | <b>4.53</b>              | 4.88      | 4.12      | 4.04      | 4.93      | 4.52        | 4.56        | 5.22                             | 4.19         | 3.89       | 4.77         | 4.36                    | 4.51                              | 3.22          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Table 34

Q3a Number of live sales calls

Base: All respondents who received (live sales calls)

|                            | Total      | Type of call   |                    |                            |                   |              | No. calls before answer |                  |           |
|----------------------------|------------|----------------|--------------------|----------------------------|-------------------|--------------|-------------------------|------------------|-----------|
|                            |            | Silent (A)     | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)    | Other (E)    | 1 to 2 (F)              | 3 to 5 (G)       | 6+ (H)    |
| Unweighted Base            | 606        | 422            | 118                | 359                        | 606               | 190          | 360                     | 569              | 276       |
| Weighted Base              | 602        | 423            | 128*               | 370                        | 602               | 189          | 358                     | 566              | 284       |
| Effective Base             | 502        | 343            | 90                 | 294                        | 502               | 157          | 293                     | 469              | 218       |
| 1                          | 179<br>30% | 94<br>22%      | 35<br>27%          | 92<br>25%                  | 179<br>30%<br>ACE | 33<br>17%    | 73<br>20%               | 161<br>28%<br>FH | 63<br>22% |
| 2                          | 112<br>19% | 75<br>18%      | 25<br>19%          | 62<br>17%                  | 112<br>19%        | 26<br>14%    | 56<br>16%               | 103<br>18%       | 52<br>18% |
| 3 to 5                     | 168<br>28% | 122<br>29%     | 36<br>28%          | 111<br>30%                 | 168<br>28%        | 61<br>32%    | 120<br>34%<br>G         | 162<br>29%       | 84<br>30% |
| 6 to 10                    | 93<br>16%  | 85<br>20%<br>D | 17<br>13%          | 63<br>17%                  | 93<br>16%         | 41<br>22%    | 68<br>19%               | 90<br>16%        | 52<br>18% |
| 11 to 20                   | 42<br>7%   | 37<br>9%       | 11<br>9%           | 34<br>9%                   | 42<br>7%          | 21<br>11%    | 36<br>10%               | 42<br>7%         | 25<br>9%  |
| 21 or more                 | 9<br>1%    | 9<br>2%        | 4<br>3%            | 8<br>2%                    | 9<br>1%           | 8<br>4%<br>D | 5<br>1%                 | 9<br>2%          | 7<br>3%   |
| Mean calls all respondents | 4.28       | 5.03<br>D      | 4.66               | 4.85<br>D                  | 4.28              | 6.09<br>ACD  | 5.08<br>G               | 4.41             | 5.06<br>G |
| Standard Deviation         | 4.53       | 4.97           | 5.38               | 5.00                       | 4.53              | 5.94         | 4.82                    | 4.62             | 5.14      |
| Mean calls all received    | 4.28       | 5.03<br>D      | 4.66               | 4.85<br>D                  | 4.28              | 6.09<br>ACD  | 5.08<br>G               | 4.41             | 5.06<br>G |
| Standard Deviation         | 4.53       | 4.97           | 5.38               | 5.00                       | 4.53              | 5.94         | 4.82                    | 4.62             | 5.14      |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



**Table 35**  
**Q3b Number of recorded sales calls**

**Base: All respondents who received (recorded sales calls)**

| Total                      | Age                      |           |           |                |                |           | Grouped Age |           |           | Gender    |            | Working status |               |               |             |                      |             | Grouped working status |                 |           |
|----------------------------|--------------------------|-----------|-----------|----------------|----------------|-----------|-------------|-----------|-----------|-----------|------------|----------------|---------------|---------------|-------------|----------------------|-------------|------------------------|-----------------|-----------|
|                            | 16-24 (A)                | 25-34 (B) | 35-44 (C) | 45-54 (D)      | 55-64 (E)      | 65+ (F)   | 16-34 (G)   | 35-54 (H) | 55+ (I)   | Male (J)  | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |           |
| Unweighted Base            | <b>433</b>               | 26        | 64        | 73             | 80             | 70        | 120         | 90        | 153       | 190       | 206        | 227            | 165           | 59            | 32          | 11                   | 31          | 135                    | 224             | 209       |
| Weighted Base              | <b>443</b>               | 51**      | 62*       | 67*            | 74*            | 66*       | 123         | 113*      | 141       | 190       | 218        | 225            | 164           | 65*           | 29**        | 33**                 | 14**        | 139                    | 229             | 215       |
| Effective Base             | <b>354</b>               | 21        | 60        | 67             | 73             | 59        | 102         | 67        | 140       | 161       | 167        | 188            | 153           | 57            | 29          | 11                   | 25          | 115                    | 210             | 150       |
| 1                          | <b>148</b><br><b>33%</b> | 14<br>28% | 26<br>42% | 33<br>49%<br>F | 21<br>28%      | 22<br>33% | 33<br>26%   | 40<br>36% | 53<br>38% | 55<br>29% | 71<br>33%  | 77<br>34%      | 63<br>39%     | 23<br>36%     | 14<br>49%   | 6<br>19%             | 4<br>28%    | 37<br>27%              | 87<br>38%       | 61<br>29% |
| 2                          | <b>96</b><br><b>22%</b>  | 16<br>31% | 13<br>21% | 17<br>25%      | 13<br>18%      | 11<br>17% | 26<br>21%   | 29<br>26% | 30<br>21% | 37<br>20% | 42<br>19%  | 54<br>24%      | 37<br>22%     | 15<br>23%     | 5<br>19%    | 10<br>32%            | 4<br>29%    | 25<br>18%              | 51<br>23%       | 45<br>21% |
| 3 to 5                     | <b>135</b><br><b>30%</b> | 13<br>25% | 17<br>28% | 13<br>19%      | 31<br>42%<br>C | 19<br>29% | 43<br>35%   | 30<br>26% | 43<br>31% | 62<br>33% | 65<br>30%  | 70<br>31%      | 47<br>29%     | 17<br>26%     | 6<br>20%    | 10<br>31%            | 5<br>37%    | 50<br>36%              | 64<br>28%       | 71<br>33% |
| 6 to 10                    | <b>50</b><br><b>11%</b>  | 8<br>16%  | 6<br>9%   | 3<br>4%        | 7<br>10%       | 11<br>16% | 16<br>13%   | 14<br>12% | 10<br>7%  | 27<br>14% | 31<br>14%  | 19<br>8%       | 15<br>9%      | 7<br>12%      | 2<br>5%     | 6<br>18%             | 1<br>7%     | 19<br>14%              | 23<br>10%       | 27<br>13% |
| 11 to 20                   | <b>13</b><br><b>3%</b>   | -         | -         | 2<br>3%        | 2<br>3%        | 3<br>5%   | 6<br>5%     | -         | 4<br>3%   | 9<br>5%   | 8<br>4%    | 5<br>2%        | 1<br>1%       | 2<br>3%       | 2<br>7%     | -                    | -           | 8<br>6%                | 3<br>1%         | 10<br>5%  |
| 21 or more                 | <b>1</b>                 | -         | -         | 1<br>1%        | -              | -         | -           | -         | 1<br>1%   | -         | -          | 1              | 1<br>1%       | -             | -           | -                    | -           | -                      | 1               | -         |
| Mean calls all respondents | <b>3.19</b>              | 3.18      | 2.44      | 2.61           | 3.29           | 3.68      | 3.58        | 2.77      | 2.97      | 3.61      | 3.38       | 3.01           | 2.80          | 2.98          | 3.19        | 3.53                 | 2.67        | 3.74                   | 2.85            | 3.56      |
| Standard Deviation         | <b>2.98</b>              | 2.57      | 1.86      | 3.53           | 2.68           | 3.46      | 3.08        | 2.24      | 3.12      | 3.21      | 2.96       | 3.00           | 2.74          | 2.72          | 4.03        | 2.73                 | 1.68        | 3.22                   | 2.73            | 3.19      |
| Mean calls all received    | <b>3.19</b>              | 3.18      | 2.44      | 2.61           | 3.29           | 3.68      | 3.58        | 2.77      | 2.97      | 3.61      | 3.38       | 3.01           | 2.80          | 2.98          | 3.19        | 3.53                 | 2.67        | 3.74                   | 2.85            | 3.56      |
| Standard Deviation         | <b>2.98</b>              | 2.57      | 1.86      | 3.53           | 2.68           | 3.46      | 3.08        | 2.24      | 3.12      | 3.21      | 2.96       | 3.00           | 2.74          | 2.72          | 4.03        | 2.73                 | 1.68        | 3.22                   | 2.73            | 3.19      |



*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom

**Table 35**  
**Q3b Number of recorded sales calls**  
**Base: All respondents who received (recorded sales calls)**

|                            | Total                    | SEG       |           |           |           | Grouped SEG |             | Region                           |                  |            |              |                         |                                   |               |
|----------------------------|--------------------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|------------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                            |                          | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)     | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base            | <b>433</b>               | 124       | 128       | 75        | 105       | 252         | 180         | 86                               | 107              | 101        | 139          | 347                     | 306                               | 41            |
| Weighted Base              | <b>443</b>               | 123       | 125       | 77*       | 117*      | 249         | 194         | 82*                              | 101*             | 114*       | 146          | 361                     | 311                               | 50*           |
| Effective Base             | <b>354</b>               | 106       | 106       | 64        | 80        | 212         | 143         | 68                               | 92               | 83         | 113          | 286                     | 256                               | 32            |
| 1                          | <b>148</b><br><b>33%</b> | 40<br>32% | 41<br>33% | 25<br>33% | 41<br>35% | 81<br>32%   | 67<br>34%   | 27<br>32%                        | 30<br>30%        | 40<br>35%  | 51<br>35%    | 122<br>34%              | 108<br>35%                        | 13<br>27%     |
| 2                          | <b>96</b><br><b>22%</b>  | 33<br>26% | 21<br>16% | 13<br>18% | 30<br>25% | 53<br>21%   | 43<br>22%   | 13<br>16%                        | 16<br>16%        | 23<br>21%  | 44<br>30%    | 83<br>23%               | 67<br>22%                         | 16<br>33%     |
| 3 to 5                     | <b>135</b><br><b>30%</b> | 39<br>31% | 43<br>34% | 23<br>31% | 30<br>25% | 82<br>33%   | 53<br>27%   | 17<br>21%                        | 32<br>31%        | 44<br>38%  | 42<br>29%    | 118<br>33%              | 104<br>33%                        | 14<br>28%     |
| 6 to 10                    | <b>50</b><br><b>11%</b>  | 10<br>8%  | 15<br>12% | 12<br>15% | 13<br>11% | 25<br>10%   | 25<br>13%   | 21<br>26%<br>bcde                | 19<br>18%<br>cde | 7<br>6%    | 3<br>2%      | 29<br>8%<br>c           | 26<br>8%<br>c                     | 3<br>5%       |
| 11 to 20                   | <b>13</b><br><b>3%</b>   | 2<br>2%   | 6<br>5%   | 2<br>2%   | 3<br>3%   | 8<br>3%     | 5<br>3%     | 4<br>5%                          | 4<br>4%          | -          | 5<br>3%      | 9<br>2%<br>e            | 5<br>2%                           | 4<br>8%       |
| 21 or more                 | <b>1</b><br><b>*</b>     | -         | -         | 1<br>1%   | -         | -           | 1<br>*      | -                                | -                | -          | 1<br>1%      | 1<br>*                  | 1<br>*                            | -             |
| Mean calls all respondents | <b>3.19</b>              | 2.88      | 3.39      | 3.56      | 3.09      | 3.14        | 3.28        | 4.02<br>be                       | 3.67<br>bde      | 2.57       | 2.88         | 3.01                    | 2.93                              | 3.46          |
| Standard Deviation         | <b>2.98</b>              | 2.50      | 3.08      | 3.58      | 2.91      | 2.81        | 3.19        | 3.48                             | 3.02             | 1.68       | 3.30         | 2.83                    | 2.68                              | 3.63          |
| Mean calls all received    | <b>3.19</b>              | 2.88      | 3.39      | 3.56      | 3.09      | 3.14        | 3.28        | 4.02<br>be                       | 3.67<br>bde      | 2.57       | 2.88         | 3.01                    | 2.93                              | 3.46          |
| Standard Deviation         | <b>2.98</b>              | 2.50      | 3.08      | 3.58      | 2.91      | 2.81        | 3.19        | 3.48                             | 3.02             | 1.68       | 3.30         | 2.83                    | 2.68                              | 3.63          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom





**Table 36**  
**Q3b Number of recorded sales calls**

Base: All respondents who received (recorded sales calls)

|                            | Total      | Type of call |                    |                            |                |           | No. calls before answer |            |           |
|----------------------------|------------|--------------|--------------------|----------------------------|----------------|-----------|-------------------------|------------|-----------|
|                            |            | Silent (A)   | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E) | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)    |
| Unweighted Base            | 433        | 322          | 103                | 433                        | 359            | 136       | 280                     | 404        | 215       |
| Weighted Base              | 443        | 331          | 118*               | 443                        | 370            | 139       | 289                     | 416        | 222       |
| Effective Base             | 354        | 259          | 79                 | 354                        | 294            | 112       | 227                     | 329        | 168       |
| 1                          | 148<br>33% | 108<br>33%   | 32<br>27%          | 148<br>33%                 | 126<br>34%     | 43<br>31% | 85<br>29%               | 133<br>32% | 61<br>28% |
| 2                          | 96<br>22%  | 74<br>22%    | 30<br>25%          | 96<br>22%                  | 79<br>21%      | 29<br>21% | 66<br>23%               | 94<br>23%  | 49<br>22% |
| 3 to 5                     | 135<br>30% | 100<br>30%   | 34<br>29%          | 135<br>30%                 | 106<br>29%     | 47<br>33% | 99<br>34%               | 128<br>31% | 70<br>32% |
| 6 to 10                    | 50<br>11%  | 40<br>12%    | 15<br>12%          | 50<br>11%                  | 45<br>12%      | 14<br>10% | 29<br>10%               | 47<br>11%  | 31<br>14% |
| 11 to 20                   | 13<br>3%   | 10<br>3%     | 8<br>6%            | 13<br>3%                   | 13<br>4%       | 6<br>4%   | 11<br>4%                | 13<br>3%   | 10<br>5%  |
| 21 or more                 | 1          | -            | -                  | 1                          | 1              | -         | -                       | 1          | -         |
| Mean calls all respondents | 3.19       | 3.19         | 3.59               | 3.19                       | 3.26           | 3.44      | 3.25                    | 3.22       | 3.50      |
| Standard Deviation         | 2.98       | 2.86         | 3.27               | 2.98                       | 3.12           | 3.21      | 2.75                    | 3.00       | 3.08      |
| Mean calls all received    | 3.19       | 3.19         | 3.59               | 3.19                       | 3.26           | 3.44      | 3.25                    | 3.22       | 3.50      |
| Standard Deviation         | 2.98       | 2.86         | 3.27               | 2.98                       | 3.12           | 3.21      | 2.75                    | 3.00       | 3.08      |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H  
Overlap formulae used. \* small base  
Prepared by GfK NOP on behalf of Ofcom



Table 37

Q3c Number of recorded messages

Base: All respondents who received (recorded messages)

|                            | Total      | Age       |           |           |           |           |           | Grouped Age |           |           | Gender    |            | Working status |               |               |             |                      |             | Grouped working status |                 |
|----------------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|------------|----------------|---------------|---------------|-------------|----------------------|-------------|------------------------|-----------------|
|                            |            | 16-24 (A) | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65+ (F)   | 16-34 (G)   | 35-54 (H) | 55+ (I)   | Male (J)  | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |
| Unweighted Base            | 140        | 13        | 21        | 25        | 22        | 27        | 32        | 34          | 47        | 59        | 59        | 81         | 45             | 20            | 14            | 6           | 12                   | 43          | 65                     | 75              |
| Weighted Base              | 150        | 26**      | 22**      | 24**      | 18**      | 27**      | 33**      | 47**        | 42*       | 60*       | 66*       | 84*        | 49*            | 22**          | 11**          | 18**        | 6**                  | 44*         | 71*                    | 79*             |
| Effective Base             | 109        | 10        | 19        | 21        | 20        | 22        | 28        | 25          | 41        | 50        | 43        | 67         | 40             | 19            | 14            | 6           | 10                   | 37          | 59                     | 51              |
| 1                          | 102<br>68% | 20<br>77% | 14<br>66% | 16<br>66% | 14<br>75% | 17<br>64% | 21<br>63% | 34<br>72%   | 30<br>70% | 38<br>63% | 47<br>71% | 55<br>66%  | 37<br>76%      | 13<br>61%     | 10<br>88%     | 10<br>57%   | 4<br>63%             | 28<br>62%   | 51<br>72%              | 51<br>65%       |
| 2                          | 30<br>20%  | 6<br>23%  | 7<br>31%  | 6<br>26%  | *<br>2%   | 6<br>24%  | 5<br>15%  | 12<br>26%   | 7<br>16%  | 11<br>19% | 9<br>14%  | 21<br>25%  | 6<br>12%       | 7<br>34%      | -<br>-        | 8<br>43%    | 2<br>32%             | 7<br>17%    | 13<br>19%              | 17<br>21%       |
| 3 to 5                     | 12<br>8%   | -<br>-    | -<br>-    | 1<br>5%   | 4<br>21%  | -<br>-    | 7<br>21%  | -<br>-      | 5<br>12%  | 7<br>11%  | 7<br>11%  | 4<br>5%    | 3<br>6%        | 1<br>5%       | -<br>-        | -<br>-      | -<br>-               | 8<br>17%    | 4<br>6%                | 8<br>10%        |
| 6 to 10                    | 2<br>1%    | -<br>-    | -<br>-    | -<br>-    | *<br>2%   | 1<br>3%   | 1<br>2%   | -<br>-      | *<br>1%   | 2<br>3%   | *<br>-    | 2<br>2%    | -<br>-         | -<br>-        | -<br>-        | -<br>-      | *<br>5%              | 2<br>4%     | -<br>-                 | 2<br>2%         |
| 11 to 20                   | 1<br>1%    | -<br>-    | 1<br>3%   | 1<br>3%   | -<br>-    | -<br>-    | -<br>-    | 1<br>1%     | 1<br>2%   | -<br>-    | -<br>-    | 1<br>2%    | -<br>-         | -<br>-        | 1<br>12%      | -<br>-      | -<br>-               | -<br>-      | -<br>-                 | 1<br>2%         |
| 21 or more                 | 3<br>2%    | -<br>-    | -<br>-    | -<br>-    | -<br>-    | 3<br>9%   | -<br>-    | -<br>-      | -<br>-    | 3<br>4%   | 3<br>4%   | -<br>-     | 3<br>5%        | -<br>-        | -<br>-        | -<br>-      | -<br>-               | -<br>-      | 3<br>4%                | -<br>-          |
| Mean calls all respondents | 2.01       | 1.23      | 1.65      | 1.81      | 1.66      | 3.70      | 1.79      | 1.42        | 1.74      | 2.66      | 2.40      | 1.70       | 2.53           | 1.44          | 2.63          | 1.43        | 1.57                 | 1.84        | 2.19                   | 1.84            |
| Standard Deviation         | 3.43       | 0.43      | 1.96      | 2.63      | 1.31      | 7.09      | 1.24      | 1.36        | 2.14      | 4.91      | 4.69      | 1.91       | 5.39           | 0.60          | 4.58          | 0.51        | 1.23                 | 1.42        | 4.51                   | 2.04            |
| Mean calls all received    | 2.01       | 1.23      | 1.65      | 1.81      | 1.66      | 3.70      | 1.79      | 1.42        | 1.74      | 2.66      | 2.40      | 1.70       | 2.53           | 1.44          | 2.63          | 1.43        | 1.57                 | 1.84        | 2.19                   | 1.84            |
| Standard Deviation         | 3.43       | 0.43      | 1.96      | 2.63      | 1.31      | 7.09      | 1.24      | 1.36        | 2.14      | 4.91      | 4.69      | 1.91       | 5.39           | 0.60          | 4.58          | 0.51        | 1.23                 | 1.42        | 4.51                   | 2.04            |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 37**  
**Q3c Number of recorded messages**

Base: All respondents who received (recorded messages)

|                            | Total      | SEG       |           |           |           | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|----------------------------|------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                            |            | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base            | 140        | 47        | 38        | 21        | 34        | 85          | 55          | 30                               | 26           | 31         | 53           | 110                     | 98                                | 12            |
| Weighted Base              | 150        | 49*       | 39*       | 24**      | 39**      | 88*         | 62*         | 35**                             | 22**         | 34**       | 59*          | 115*                    | 98*                               | 17**          |
| Effective Base             | 109        | 38        | 32        | 16        | 24        | 70          | 40          | 23                               | 23           | 24         | 41           | 87                      | 83                                | 8             |
| 1                          | 102<br>68% | 33<br>68% | 24<br>61% | 15<br>63% | 30<br>78% | 57<br>65%   | 45<br>73%   | 18<br>52%                        | 13<br>60%    | 21<br>62%  | 49<br>84%    | 84<br>73%               | 70<br>71%                         | 14<br>82%     |
| 2                          | 30<br>20%  | 11<br>23% | 10<br>25% | 5<br>19%  | 5<br>12%  | 21<br>24%   | 9<br>15%    | 8<br>22%                         | 6<br>28%     | 11<br>32%  | 5<br>9%      | 23<br>20%               | 22<br>22%<br>c                    | 1<br>5%       |
| 3 to 5                     | 12<br>8%   | 5<br>9%   | 2<br>4%   | 2<br>8%   | 4<br>9%   | 6<br>7%     | 5<br>9%     | 5<br>16%                         | 1<br>6%      | 2<br>6%    | 3<br>5%      | 6<br>5%                 | 4<br>4%                           | 2<br>12%      |
| 6 to 10                    | 2<br>1%    | -         | 1<br>2%   | 1<br>4%   | -         | 1<br>1%     | 1<br>1%     | *<br>1%                          | 1<br>3%      | -          | 1<br>2%      | 2<br>1%                 | 2<br>2%                           | -             |
| 11 to 20                   | 1<br>1%    | -         | -         | 1<br>6%   | -         | -           | 1<br>2%     | 1<br>2%                          | 1<br>3%      | -          | -            | 1<br>1%                 | 1<br>1%                           | -             |
| 21 or more                 | 3<br>2%    | -         | 3<br>7%   | -         | -         | 3<br>3%     | -           | 3<br>7%                          | -            | -          | -            | -                       | -                                 | -             |
| Mean calls all respondents | 2.01       | 1.47      | 3.08      | 2.40      | 1.38      | 2.18        | 1.77        | 3.78                             | 1.98         | 1.44       | 1.30         | 1.47                    | 1.49                              | 1.36          |
| Standard Deviation         | 3.43       | 0.83      | 6.01      | 3.32      | 0.85      | 4.10        | 2.18        | 6.53                             | 2.18         | 0.61       | 0.93         | 1.22                    | 1.28                              | 0.87          |
| Mean calls all received    | 2.01       | 1.47      | 3.08      | 2.40      | 1.38      | 2.18        | 1.77        | 3.78                             | 1.98         | 1.44       | 1.30         | 1.47                    | 1.49                              | 1.36          |
| Standard Deviation         | 3.43       | 0.83      | 6.01      | 3.32      | 0.85      | 4.10        | 2.18        | 6.53                             | 2.18         | 0.61       | 0.93         | 1.22                    | 1.28                              | 0.87          |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Table 38

Q3c Number of recorded messages

Base: All respondents who received (recorded messages)

|                            | Total      | Type of call |                    |                            |                |           | No. calls before answer |            |           |
|----------------------------|------------|--------------|--------------------|----------------------------|----------------|-----------|-------------------------|------------|-----------|
|                            |            | Silent (A)   | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E) | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)    |
| Unweighted Base            | 140        | 105          | 140                | 103                        | 118            | 41        | 95                      | 132        | 82        |
| Weighted Base              | 150        | 118*         | 150                | 118*                       | 128*           | 46*       | 102*                    | 143        | 96*       |
| Effective Base             | 109        | 80           | 109                | 79                         | 90             | 30        | 72                      | 102        | 61        |
| 1                          | 102<br>68% | 81<br>68%    | 102<br>68%         | 77<br>65%                  | 87<br>67%      | 31<br>66% | 67<br>66%               | 97<br>68%  | 61<br>63% |
| 2                          | 30<br>20%  | 23<br>19%    | 30<br>20%          | 26<br>22%                  | 27<br>21%      | 12<br>26% | 24<br>24%               | 30<br>21%  | 24<br>25% |
| 3 to 5                     | 12<br>8%   | 9<br>8%      | 12<br>8%           | 10<br>9%                   | 9<br>7%        | 3<br>7%   | 8<br>8%                 | 10<br>7%   | 6<br>7%   |
| 6 to 10                    | 2<br>1%    | 1<br>1%      | 2<br>1%            | 2<br>2%                    | 2<br>1%        | -         | 2<br>2%                 | 2<br>1%    | 2<br>2%   |
| 11 to 20                   | 1<br>1%    | 1<br>1%      | 1<br>1%            | 1<br>1%                    | 1<br>1%        | -         | 1<br>1%                 | 1<br>1%    | 1<br>1%   |
| 21 or more                 | 3<br>2%    | 3<br>2%      | 3<br>2%            | 3<br>2%                    | 3<br>2%        | -         | -                       | 3<br>2%    | 3<br>3%   |
| Mean calls all respondents | 2.01       | 2.14         | 2.01               | 2.14                       | 2.03           | 1.51      | 1.62                    | 2.03       | 2.29      |
| Standard Deviation         | 3.43       | 3.82         | 3.43               | 3.75                       | 3.53           | 0.90      | 1.34                    | 3.51       | 4.12      |
| Mean calls all received    | 2.01       | 2.14         | 2.01               | 2.14                       | 2.03           | 1.51      | 1.62                    | 2.03       | 2.29      |
| Standard Deviation         | 3.43       | 3.82         | 3.43               | 3.75                       | 3.53           | 0.90      | 1.34                    | 3.51       | 4.12      |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



Table 39

Q3d Number of silent calls

Base: All respondents who received (silent calls)

| Total                      | Age        |           |                |                |           |                | Grouped Age    |                |                | Gender          |            | Working status |               |                |                |                      |             | Grouped working status |                 |           |
|----------------------------|------------|-----------|----------------|----------------|-----------|----------------|----------------|----------------|----------------|-----------------|------------|----------------|---------------|----------------|----------------|----------------------|-------------|------------------------|-----------------|-----------|
|                            | 16-24 (A)  | 25-34 (B) | 35-44 (C)      | 45-54 (D)      | 55-64 (E) | 65+ (F)        | 16-34 (G)      | 35-54 (H)      | 55+ (I)        | Male (J)        | Female (K) | Full time (L)  | Part time (M) | Homemaker (N)  | Student (O)    | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |           |
| Unweighted Base            | 518        | 36        | 70             | 88             | 97        | 90             | 137            | 106            | 185            | 227             | 241        | 277            | 175           | 72             | 54             | 12                   | 53          | 152                    | 247             | 271       |
| Weighted Base              | 519        | 64**      | 64*            | 83*            | 87*       | 81*            | 140            | 128*           | 169            | 221             | 244        | 275            | 182           | 78*            | 44*            | 35**                 | 24*         | 155                    | 261             | 258       |
| Effective Base             | 422        | 28        | 64             | 72             | 86        | 78             | 120            | 79             | 158            | 197             | 196        | 225            | 156           | 70             | 53             | 11                   | 46          | 132                    | 225             | 198       |
| 1                          | 149<br>29% | 26<br>41% | 21<br>32%      | 33<br>40%<br>F | 26<br>31% | 17<br>21%      | 26<br>18%      | 47<br>37%<br>I | 59<br>35%<br>I | 43<br>19%       | 68<br>28%  | 81<br>30%      | 61<br>33%     | 19<br>24%      | 11<br>25%      | 20<br>58%            | 7<br>28%    | 32<br>21%              | 80<br>31%       | 70<br>27% |
| 2                          | 106<br>20% | 15<br>24% | 17<br>27%<br>F | 20<br>24%      | 19<br>21% | 20<br>25%<br>F | 15<br>10%      | 33<br>25%      | 39<br>23%      | 35<br>16%       | 34<br>14%  | 72<br>26%<br>J | 40<br>22%     | 22<br>28%<br>Q | 13<br>29%<br>Q | 5<br>16%             | 5<br>22%    | 21<br>13%              | 62<br>24%       | 44<br>17% |
| 3 to 5                     | 139<br>27% | 17<br>27% | 19<br>30%      | 17<br>21%      | 25<br>29% | 19<br>23%      | 42<br>30%      | 36<br>28%      | 42<br>25%      | 61<br>27%       | 70<br>29%  | 69<br>25%      | 51<br>28%     | 20<br>26%      | 9<br>21%       | 9<br>26%             | 5<br>23%    | 44<br>29%              | 71<br>27%       | 68<br>26% |
| 6 to 10                    | 73<br>14%  | 4<br>6%   | 5<br>8%        | 8<br>10%       | 11<br>13% | 15<br>19%      | 30<br>21%      | 9<br>7%        | 19<br>11%      | 45<br>20%<br>G  | 39<br>16%  | 34<br>12%      | 22<br>12%     | 12<br>15%      | 7<br>16%       | -                    | 4<br>16%    | 29<br>18%              | 34<br>13%       | 39<br>15% |
| 11 to 20                   | 44<br>8%   | 1<br>2%   | 2<br>3%        | 5<br>6%        | 5<br>5%   | 8<br>10%       | 24<br>17%<br>B | 3<br>2%        | 9<br>5%        | 32<br>14%<br>GH | 29<br>12%  | 15<br>5%       | 9<br>5%       | 5<br>6%        | 3<br>6%        | -                    | 3<br>12%    | 25<br>16%<br>L         | 14<br>5%        | 30<br>12% |
| 21 or more                 | 7<br>1%    | -         | -              | -              | 1<br>1%   | 2<br>2%        | 4<br>3%        | -              | 1<br>*         | 6<br>3%         | 3<br>1%    | 4<br>1%        | -             | -              | 1<br>3%        | -                    | -           | 5<br>3%                | -               | 7<br>3%   |
| Mean calls all respondents | 4.43       | 2.73      | 2.95           | 3.11           | 3.87      | 5.49<br>BC     | 6.39<br>BCD    | 2.84           | 3.50           | 6.06<br>GH      | 5.08       | 3.86           | 3.57          | 3.80           | 4.69           | 1.94                 | 4.70        | 6.20<br>LM             | 3.64            | 5.23<br>R |
| Standard Deviation         | 4.94       | 3.00      | 2.78           | 3.30           | 4.02      | 6.28           | 6.02           | 2.88           | 3.70           | 6.12            | 5.39       | 4.44           | 3.80          | 3.75           | 5.76           | 1.36                 | 4.90        | 6.25                   | 3.78            | 5.79      |
| Mean calls all received    | 4.43       | 2.73      | 2.95           | 3.11           | 3.87      | 5.49<br>BC     | 6.39<br>BCD    | 2.84           | 3.50           | 6.06<br>GH      | 5.08       | 3.86           | 3.57          | 3.80           | 4.69           | 1.94                 | 4.70        | 6.20<br>LM             | 3.64            | 5.23<br>R |
| Standard Deviation         | 4.94       | 3.00      | 2.78           | 3.30           | 4.02      | 6.28           | 6.02           | 2.88           | 3.70           | 6.12            | 5.39       | 4.44           | 3.80          | 3.75           | 5.76           | 1.36                 | 4.90        | 6.25                   | 3.78            | 5.79      |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Table 39

Q3d Number of silent calls

Base: All respondents who received (silent calls)

|                            | Total      | SEG       |           |           |           | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|----------------------------|------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                            |            | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base            | 518        | 139       | 149       | 97        | 132       | 288         | 229         | 97                               | 123          | 114        | 184          | 421                     | 371                               | 50            |
| Weighted Base              | 519        | 142       | 145       | 95*       | 136*      | 287         | 231         | 99*                              | 114          | 123*       | 183          | 420                     | 364                               | 56*           |
| Effective Base             | 422        | 116       | 124       | 84        | 99        | 240         | 181         | 72                               | 105          | 95         | 151          | 350                     | 314                               | 39            |
| 1                          | 149<br>29% | 40<br>28% | 44<br>31% | 26<br>27% | 40<br>29% | 84<br>29%   | 66<br>28%   | 25<br>25%                        | 39<br>34%    | 35<br>28%  | 52<br>28%    | 125<br>30%              | 106<br>29%                        | 19<br>34%     |
| 2                          | 106<br>20% | 26<br>19% | 29<br>20% | 23<br>24% | 27<br>20% | 55<br>19%   | 50<br>22%   | 21<br>21%                        | 24<br>21%    | 23<br>19%  | 39<br>21%    | 86<br>20%               | 73<br>20%                         | 13<br>23%     |
| 3 to 5                     | 139<br>27% | 43<br>30% | 36<br>25% | 27<br>29% | 33<br>24% | 79<br>28%   | 60<br>26%   | 25<br>25%                        | 26<br>22%    | 37<br>30%  | 51<br>28%    | 114<br>27%              | 99<br>27%                         | 15<br>26%     |
| 6 to 10                    | 73<br>14%  | 21<br>15% | 23<br>16% | 13<br>14% | 16<br>12% | 44<br>15%   | 29<br>13%   | 12<br>12%                        | 16<br>14%    | 21<br>17%  | 24<br>13%    | 62<br>15%               | 57<br>16%                         | 5<br>9%       |
| 11 to 20                   | 44<br>8%   | 9<br>7%   | 12<br>8%  | 5<br>5%   | 18<br>13% | 21<br>7%    | 23<br>10%   | 16<br>16%<br>bde                 | 9<br>8%      | 5<br>4%    | 14<br>7%     | 28<br>7%                | 24<br>7%                          | 4<br>7%       |
| 21 or more                 | 7<br>1%    | 3<br>2%   | 1<br>1%   | 1<br>1%   | 2<br>1%   | 4<br>1%     | 3<br>1%     | 1<br>1%                          | 1<br>1%      | 2<br>1%    | 3<br>2%      | 6<br>1%                 | 5<br>1%                           | 1<br>2%       |
| Mean calls all respondents | 4.43       | 4.36      | 4.32      | 3.94      | 4.99      | 4.34        | 4.56        | 5.46                             | 4.12         | 4.08       | 4.30         | 4.19                    | 4.21                              | 4.06          |
| Standard Deviation         | 4.94       | 5.02      | 4.63      | 4.42      | 5.51      | 4.82        | 5.11        | 5.90                             | 4.88         | 4.22       | 4.84         | 4.67                    | 4.57                              | 5.29          |
| Mean calls all received    | 4.43       | 4.36      | 4.32      | 3.94      | 4.99      | 4.34        | 4.56        | 5.46                             | 4.12         | 4.08       | 4.30         | 4.19                    | 4.21                              | 4.06          |
| Standard Deviation         | 4.94       | 5.02      | 4.63      | 4.42      | 5.51      | 4.82        | 5.11        | 5.90                             | 4.88         | 4.22       | 4.84         | 4.67                    | 4.57                              | 5.29          |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 40**  
**Q3d Number of silent calls**  
**Base: All respondents who received (silent calls)**

|                            | Total      | Type of call      |                    |                            |                |                | No. calls before answer |            |           |
|----------------------------|------------|-------------------|--------------------|----------------------------|----------------|----------------|-------------------------|------------|-----------|
|                            |            | Silent (A)        | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)      | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)    |
| Unweighted Base            | 518        | 518               | 105                | 322                        | 422            | 172            | 322                     | 476        | 265       |
| Weighted Base              | 519        | 519               | 118*               | 331                        | 423            | 171            | 326                     | 478        | 272       |
| Effective Base             | 422        | 422               | 80                 | 259                        | 343            | 143            | 258                     | 386        | 211       |
| 1                          | 149<br>29% | 149<br>29%        | 26<br>22%          | 77<br>23%                  | 109<br>26%     | 34<br>20%      | 87<br>27%               | 129<br>27% | 58<br>22% |
| 2                          | 106<br>20% | CDE<br>106<br>20% | 19<br>16%          | 65<br>20%                  | 80<br>19%      | 31<br>18%      | 55<br>17%               | 98<br>21%  | 51<br>19% |
| 3 to 5                     | 139<br>27% | 139<br>27%        | 41<br>35%          | 95<br>29%                  | 116<br>27%     | 50<br>29%      | 94<br>29%               | 130<br>27% | 84<br>31% |
| 6 to 10                    | 73<br>14%  | 73<br>14%         | 16<br>13%          | 56<br>17%                  | 70<br>17%<br>A | 28<br>16%      | 57<br>18%               | 72<br>15%  | 40<br>15% |
| 11 to 20                   | 44<br>8%   | 44<br>8%          | 14<br>12%          | 35<br>10%                  | 41<br>10%      | 24<br>14%<br>A | 26<br>8%                | 42<br>9%   | 33<br>12% |
| 21 or more                 | 7<br>1%    | 7<br>1%           | 2<br>1%            | 3<br>1%                    | 7<br>2%        | 4<br>2%        | 5<br>1%                 | 7<br>1%    | 4<br>1%   |
| Mean calls all respondents | 4.43       | 4.43              | 5.11               | 4.85                       | 4.87<br>A      | 5.75<br>A      | 4.65                    | 4.58       | 5.25      |
| Standard Deviation         | 4.94       | 4.94              | 5.30               | 4.87                       | 5.24           | 5.84           | 4.88                    | 5.03       | 5.43      |
| Mean calls all received    | 4.43       | 4.43              | 5.11               | 4.85                       | 4.87<br>A      | 5.75<br>A      | 4.65                    | 4.58       | 5.25      |
| Standard Deviation         | 4.94       | 4.94              | 5.30               | 4.87                       | 5.24           | 5.84           | 4.88                    | 5.03       | 5.43      |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



Table 41

Q3e12 Number of Other calls (Net)

Base: All respondents who received (Other calls (Net))

| Total                      | Age        |           |           |           |           |           | Grouped Age |           |           | Gender    |            | Working status |               |               |             |                      |             | Grouped working status |                 |           |
|----------------------------|------------|-----------|-----------|-----------|-----------|-----------|-------------|-----------|-----------|-----------|------------|----------------|---------------|---------------|-------------|----------------------|-------------|------------------------|-----------------|-----------|
|                            | 16-24 (A)  | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E) | 65+ (F)   | 16-34 (G)   | 35-54 (H) | 55+ (I)   | Male (J)  | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |           |
| Unweighted Base            | 221        | 6         | 20        | 31        | 45        | 50        | 69          | 26        | 76        | 119       | 107        | 114            | 63            | 31            | 26          | 3                    | 18          | 80                     | 94              | 127       |
| Weighted Base              | 217        | 12**      | 17**      | 28**      | 42*       | 46*       | 73*         | 30**      | 69*       | 119       | 111*       | 106*           | 62*           | 32*           | 21**        | 9**                  | 8**         | 85*                    | 94*             | 123*      |
| Effective Base             | 185        | 5         | 19        | 30        | 40        | 43        | 58          | 19        | 69        | 101       | 87         | 99             | 58            | 30            | 25          | 3                    | 17          | 67                     | 88              | 98        |
| 1                          | 105<br>48% | -         | 10<br>60% | 14<br>50% | 26<br>62% | 23<br>50% | 33<br>45%   | 10<br>35% | 40<br>57% | 55<br>47% | 51<br>46%  | 54<br>51%      | 32<br>51%     | 20<br>61%     | 8<br>40%    | -                    | 3<br>42%    | 42<br>50%              | 51<br>54%       | 54<br>44% |
| 2                          | 46<br>21%  | 8<br>61%  | 3<br>15%  | 6<br>22%  | 8<br>19%  | 7<br>16%  | 14<br>19%   | 10<br>34% | 14<br>20% | 22<br>18% | 23<br>21%  | 23<br>21%      | 11<br>18%     | 6<br>20%      | 6<br>26%    | 6<br>65%             | *<br>6%     | 16<br>19%              | 18<br>19%       | 28<br>23% |
| 3 to 5                     | 45<br>21%  | 4<br>29%  | 3<br>17%  | 4<br>16%  | 5<br>11%  | 11<br>24% | 18<br>25%   | 7<br>22%  | 9<br>13%  | 29<br>25% | 25<br>23%  | 19<br>18%      | 12<br>19%     | 4<br>13%      | 5<br>23%    | 3<br>35%             | 3<br>31%    | 18<br>22%              | 16<br>17%       | 29<br>24% |
| 6 to 10                    | 16<br>7%   | 1<br>10%  | 1<br>7%   | 3<br>9%   | 1<br>3%   | 4<br>9%   | 5<br>8%     | 3<br>9%   | 4<br>5%   | 10<br>8%  | 8<br>7%    | 8<br>7%        | 6<br>9%       | 2<br>6%       | 1<br>7%     | -                    | 1<br>15%    | 5<br>6%                | 8<br>8%         | 8<br>6%   |
| 11 to 20                   | 5<br>2%    | -         | -         | 1<br>3%   | 2<br>5%   | *<br>1%   | 2<br>2%     | -         | 3<br>4%   | 2<br>2%   | 3<br>2%    | 2<br>2%        | 2<br>3%       | -             | 1<br>4%     | -                    | *<br>6%     | 2<br>2%                | 2<br>2%         | 3<br>2%   |
| 21 or more                 | 1<br>*     | -         | -         | -         | -         | -         | 1<br>1%     | -         | -         | 1<br>1%   | 1<br>1%    | -              | -             | -             | -           | -                    | -           | 1<br>1%                | -               | 1<br>1%   |
| Mean calls all respondents | 2.63       | 3.28      | 2.05      | 2.77      | 2.33      | 2.42      | 2.90        | 2.57      | 2.50      | 2.72      | 2.67       | 2.59           | 2.65          | 1.92          | 3.00        | 3.05                 | 3.79        | 2.63                   | 2.40            | 2.80      |
| Standard Deviation         | 2.81       | 1.69      | 1.83      | 3.43      | 2.83      | 2.22      | 3.21        | 1.84      | 3.07      | 2.87      | 2.84       | 2.80           | 2.94          | 1.74          | 3.13        | 1.52                 | 3.51        | 2.99                   | 2.61            | 2.96      |
| Mean calls all received    | 2.63       | 3.28      | 2.05      | 2.77      | 2.33      | 2.42      | 2.90        | 2.57      | 2.50      | 2.72      | 2.67       | 2.59           | 2.65          | 1.92          | 3.00        | 3.05                 | 3.79        | 2.63                   | 2.40            | 2.80      |
| Standard Deviation         | 2.81       | 1.69      | 1.83      | 3.43      | 2.83      | 2.22      | 3.21        | 1.84      | 3.07      | 2.87      | 2.84       | 2.80           | 2.94          | 1.74          | 3.13        | 1.52                 | 3.51        | 2.99                   | 2.61            | 2.96      |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom





Table 41

Q3e12 Number of Other calls (Net)

Base: All respondents who received (Other calls (Net))

|                            | Total      | SEG       |           |           |           | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|----------------------------|------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                            |            | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base            | 221        | 64        | 59        | 41        | 57        | 123         | 98          | 40                               | 56           | 51         | 74           | 181                     | 157                               | 24            |
| Weighted Base              | 217        | 64*       | 55*       | 44*       | 55*       | 118         | 99*         | 42**                             | 48*          | 54*        | 74*          | 175                     | 149                               | 26**          |
| Effective Base             | 185        | 55        | 53        | 33        | 46        | 108         | 78          | 29                               | 52           | 45         | 63           | 158                     | 138                               | 20            |
| 1                          | 105<br>48% | 34<br>54% | 21<br>38% | 27<br>61% | 23<br>42% | 55<br>47%   | 50<br>51%   | 18<br>42%                        | 27<br>57%    | 27<br>49%  | 34<br>46%    | 87<br>50%               | 74<br>50%                         | 13<br>50%     |
| 2                          | 46<br>21%  | 17<br>27% | 13<br>24% | 5<br>11%  | 11<br>19% | 30<br>25%   | 16<br>16%   | 13<br>31%                        | 6<br>12%     | 11<br>20%  | 16<br>22%    | 33<br>19%               | 26<br>17%                         | 7<br>26%      |
| 3 to 5                     | 45<br>21%  | 8<br>13%  | 15<br>27% | 10<br>24% | 12<br>21% | 23<br>19%   | 22<br>22%   | 7<br>17%                         | 10<br>20%    | 13<br>24%  | 15<br>21%    | 38<br>22%               | 32<br>22%                         | 6<br>21%      |
| 6 to 10                    | 16<br>7%   | 3<br>4%   | 5<br>9%   | -<br>-    | 8<br>15%  | 8<br>6%     | 8<br>8%     | 4<br>8%                          | 4<br>9%      | 3<br>5%    | 5<br>7%      | 12<br>7%                | 12<br>8%                          | -<br>-        |
| 11 to 20                   | 5<br>2%    | 2<br>2%   | -<br>-    | 2<br>4%   | 2<br>3%   | 2<br>1%     | 3<br>3%     | 1<br>2%                          | 1<br>2%      | 1<br>2%    | 2<br>3%      | 4<br>2%                 | 4<br>2%                           | *<br>2%       |
| 21 or more                 | 1          | -         | 1<br>2%   | -<br>-    | -<br>-    | 1<br>1%     | -<br>-      | -<br>-                           | -<br>-       | -<br>-     | 1<br>1%      | 1<br>1%                 | 1<br>1%                           | -<br>-        |
| Mean calls all respondents | 2.63       | 2.24      | 2.87      | 2.34      | 3.08      | 2.53        | 2.75        | 2.61                             | 2.41         | 2.44       | 2.91         | 2.63                    | 2.72                              | 2.12          |
| Standard Deviation         | 2.81       | 2.72      | 3.11      | 2.53      | 2.81      | 2.91        | 2.70        | 2.53                             | 2.78         | 2.10       | 3.40         | 2.88                    | 3.02                              | 1.88          |
| Mean calls all received    | 2.63       | 2.24      | 2.87      | 2.34      | 3.08      | 2.53        | 2.75        | 2.61                             | 2.41         | 2.44       | 2.91         | 2.63                    | 2.72                              | 2.12          |
| Standard Deviation         | 2.81       | 2.72      | 3.11      | 2.53      | 2.81      | 2.91        | 2.70        | 2.53                             | 2.78         | 2.10       | 3.40         | 2.88                    | 3.02                              | 1.88          |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Table 42

Q3e12 Number of Other calls (Net)

Base: All respondents who received (Other calls (Net))

|                            | Total      | Type of call |                    |                            |                |            | No. calls before answer |            |           |
|----------------------------|------------|--------------|--------------------|----------------------------|----------------|------------|-------------------------|------------|-----------|
|                            |            | Silent (A)   | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)  | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)    |
| Unweighted Base            | 221        | 172          | 41                 | 136                        | 190            | 221        | 151                     | 208        | 108       |
| Weighted Base              | 217        | 171          | 46*                | 139                        | 189            | 217        | 148                     | 207        | 111*      |
| Effective Base             | 185        | 143          | 30                 | 112                        | 157            | 185        | 124                     | 174        | 85        |
| 1                          | 105<br>48% | 78<br>46%    | 17<br>37%          | 66<br>47%                  | 87<br>46%      | 105<br>48% | 68<br>46%               | 100<br>48% | 48<br>43% |
| 2                          | 46<br>21%  | 38<br>22%    | 12<br>26%          | 31<br>23%                  | 42<br>22%      | 46<br>21%  | 37<br>25%               | 44<br>21%  | 21<br>19% |
| 3 to 5                     | 45<br>21%  | 36<br>21%    | 10<br>21%          | 28<br>20%                  | 40<br>21%      | 45<br>21%  | 28<br>19%               | 42<br>20%  | 28<br>25% |
| 6 to 10                    | 16<br>7%   | 14<br>8%     | 6<br>13%           | 8<br>6%                    | 15<br>8%       | 16<br>7%   | 12<br>8%                | 16<br>8%   | 10<br>9%  |
| 11 to 20                   | 5<br>2%    | 4<br>2%      | 1<br>2%            | 4<br>3%                    | 5<br>3%        | 5<br>2%    | 3<br>2%                 | 4<br>2%    | 3<br>3%   |
| 21 or more                 | 1          | 1<br>1%      | 1<br>2%            | 1<br>1%                    | 1              | 1          | -                       | 1          | 1<br>1%   |
| Mean calls all respondents | 2.63       | 2.77         | 3.41               | 2.70                       | 2.73           | 2.63       | 2.62                    | 2.62       | 3.02      |
| Standard Deviation         | 2.81       | 2.98         | 3.78               | 3.09                       | 2.93           | 2.81       | 2.62                    | 2.78       | 3.31      |
| Mean calls all received    | 2.63       | 2.77         | 3.41               | 2.70                       | 2.73           | 2.63       | 2.62                    | 2.62       | 3.02      |
| Standard Deviation         | 2.81       | 2.98         | 3.78               | 3.09                       | 2.93           | 2.81       | 2.62                    | 2.78       | 3.31      |



Table 43

Q3net Number of Unwanted calls (Net)

Base: All respondents who received (Unwanted calls (Net))

| Total                      | Age        |           |                |                 |                |                   | Grouped Age       |                |                | Gender          |            | Working status |                |                |               |                      |             | Grouped working status |                 |                |
|----------------------------|------------|-----------|----------------|-----------------|----------------|-------------------|-------------------|----------------|----------------|-----------------|------------|----------------|----------------|----------------|---------------|----------------------|-------------|------------------------|-----------------|----------------|
|                            | 16-24 (A)  | 25-34 (B) | 35-44 (C)      | 45-54 (D)       | 55-64 (E)      | 65+ (F)           | 16-34 (G)         | 35-54 (H)      | 55+ (I)        | Male (J)        | Female (K) | Full time (L)  | Part time (M)  | Homemaker (N)  | Student (O)   | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |                |
| Unweighted Base            | 747        | 48        | 116            | 143             | 144            | 119               | 177               | 164            | 287            | 296             | 351        | 396            | 291            | 107            | 69            | 15                   | 68          | 197                    | 398             | 349            |
| Weighted Base              | 741        | 83*       | 107            | 133             | 130            | 107               | 182               | 190            | 263            | 288             | 360        | 381            | 292            | 116            | 59*           | 44**                 | 30*         | 201                    | 408             | 334            |
| Effective Base             | 617        | 38        | 109            | 124             | 129            | 103               | 151               | 125            | 253            | 253             | 288        | 330            | 267            | 103            | 64            | 14                   | 60          | 168                    | 370             | 252            |
| 1                          | 77<br>10%  | 15<br>18% | 13<br>13%      | 24<br>18%<br>EF | 12<br>10%      | 4<br>4%           | 8<br>4%           | 28<br>15%<br>I | 36<br>14%<br>I | 12<br>4%        | 42<br>12%  | 34<br>9%       | 43<br>15%<br>Q | 9<br>8%        | 5<br>8%       | 8<br>18%             | 4<br>13%    | 8<br>4%                | 51<br>13%       | 25<br>8%       |
| 2                          | 79<br>11%  | 11<br>14% | 18<br>16%<br>F | 18<br>14%<br>F  | 18<br>14%<br>F | 6<br>6%           | 7<br>4%           | 29<br>15%<br>I | 37<br>14%<br>I | 14<br>5%        | 33<br>9%   | 46<br>12%      | 43<br>15%<br>Q | 16<br>14%<br>Q | 9<br>16%<br>Q | -                    | 2<br>8%     | 8<br>4%                | 59<br>15%<br>S  | 20<br>6%       |
| 3 to 5                     | 177<br>24% | 17<br>20% | 36<br>33%      | 37<br>28%       | 28<br>22%      | 23<br>21%         | 36<br>20%         | 53<br>28%      | 65<br>25%      | 59<br>20%       | 89<br>25%  | 88<br>23%      | 78<br>27%      | 30<br>26%      | 15<br>25%     | 9<br>21%             | 5<br>16%    | 40<br>20%              | 108<br>27%      | 69<br>21%      |
| 6 to 10                    | 171<br>23% | 25<br>30% | 26<br>24%      | 29<br>22%       | 31<br>24%      | 24<br>23%         | 35<br>19%         | 51<br>27%      | 60<br>23%      | 59<br>21%       | 71<br>20%  | 100<br>26%     | 64<br>22%      | 26<br>22%      | 12<br>20%     | 21<br>47%            | 8<br>27%    | 41<br>20%              | 90<br>22%       | 81<br>24%      |
| 11 to 20                   | 152<br>20% | 11<br>13% | 12<br>11%      | 16<br>12%       | 27<br>21%      | 31<br>29%<br>BC   | 55<br>30%<br>BC   | 22<br>12%      | 43<br>17%      | 86<br>30%<br>GH | 75<br>21%  | 77<br>20%      | 45<br>16%      | 25<br>22%      | 9<br>16%      | 3<br>6%              | 8<br>28%    | 61<br>30%<br>L         | 71<br>17%       | 81<br>24%      |
| 21 or more                 | 86<br>12%  | 4<br>5%   | 3<br>3%        | 8<br>6%         | 12<br>10%      | 19<br>18%<br>BC   | 39<br>22%<br>BCD  | 7<br>4%        | 21<br>8%       | 58<br>20%<br>GH | 50<br>14%  | 36<br>9%       | 19<br>6%       | 10<br>8%       | 9<br>15%      | 3<br>7%              | 3<br>9%     | 43<br>21%<br>LM        | 29<br>7%        | 57<br>17%<br>R |
| Mean calls all respondents | 9.66       | 6.80      | 5.76           | 6.63            | 8.76<br>B      | 12.63<br>AB<br>CD | 14.39<br>ABC<br>D | 6.22           | 7.69           | 13.74<br>GH     | 10.35      | 9.01           | 7.33           | 8.24           | 10.44         | 7.34                 | 9.53        | 14.18<br>LM            | 7.59            | 12.20<br>R     |
| Standard Deviation         | 10.06      | 6.57      | 5.11           | 6.42            | 8.07           | 12.20             | 12.98             | 5.80           | 7.35           | 12.71           | 11.00      | 9.06           | 8.09           | 6.72           | 12.05         | 6.48                 | 8.61        | 12.69                  | 7.73            | 11.86          |
| Mean calls all received    | 9.66       | 6.80      | 5.76           | 6.63            | 8.76<br>B      | 12.63<br>AB<br>CD | 14.39<br>ABC<br>D | 6.22           | 7.69           | 13.74<br>GH     | 10.35      | 9.01           | 7.33           | 8.24           | 10.44         | 7.34                 | 9.53        | 14.18<br>LM            | 7.59            | 12.20<br>R     |
| Standard Deviation         | 10.06      | 6.57      | 5.11           | 6.42            | 8.07           | 12.20             | 12.98             | 5.80           | 7.35           | 12.71           | 11.00      | 9.06           | 8.09           | 6.72           | 12.05         | 6.48                 | 8.61        | 12.69                  | 7.73            | 11.86          |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Table 43

Q3net Number of Unwanted calls (Net)

Base: All respondents who received (Unwanted calls (Net))

|                            | Total             | SEG       |           |           |           | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|----------------------------|-------------------|-----------|-----------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                            |                   | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base            | <b>747</b>        | 214       | 221       | 134       | 177       | 435         | 311         | 127                              | 188          | 175        | 257          | 620                     | 549                               | 71            |
| Weighted Base              | <b>741</b>        | 214       | 215       | 130       | 180       | 429         | 311         | 125*                             | 176          | 184        | 255          | 616                     | 536                               | 80*           |
| Effective Base             | <b>617</b>        | 186       | 184       | 115       | 134       | 370         | 247         | 95                               | 157          | 149        | 219          | 524                     | 467                               | 58            |
| 1                          | <b>77</b><br>10%  | 23<br>11% | 31<br>15% | 9<br>7%   | 14<br>8%  | 54<br>13%   | 22<br>7%    | 13<br>10%                        | 27<br>15%    | 20<br>11%  | 18<br>7%     | 64<br>10%               | 57<br>11%                         | 7<br>9%       |
| 2                          | <b>79</b><br>11%  | 28<br>13% | 19<br>9%  | 12<br>10% | 20<br>11% | 47<br>11%   | 32<br>10%   | 10<br>8%                         | 16<br>9%     | 18<br>10%  | 35<br>14%    | 70<br>11%               | 61<br>11%                         | 8<br>10%      |
| 3 to 5                     | <b>177</b><br>24% | 49<br>23% | 44<br>20% | 41<br>31% | 44<br>24% | 92<br>22%   | 84<br>27%   | 19<br>15%                        | 37<br>21%    | 53<br>29%  | 68<br>27%    | 158<br>26%              | 140<br>26%                        | 18<br>23%     |
| 6 to 10                    | <b>171</b><br>23% | 54<br>25% | 51<br>23% | 23<br>18% | 42<br>23% | 105<br>24%  | 65<br>21%   | 31<br>25%                        | 36<br>20%    | 43<br>23%  | 60<br>24%    | 139<br>23%              | 116<br>22%                        | 23<br>29%     |
| 11 to 20                   | <b>152</b><br>20% | 36<br>17% | 44<br>20% | 34<br>26% | 38<br>21% | 80<br>19%   | 72<br>23%   | 28<br>22%                        | 46<br>26%    | 34<br>18%  | 45<br>17%    | 124<br>20%              | 108<br>20%                        | 16<br>20%     |
| 21 or more                 | <b>86</b><br>12%  | 24<br>11% | 27<br>12% | 12<br>9%  | 24<br>13% | 50<br>12%   | 35<br>11%   | 25<br>20%<br>ade                 | 15<br>8%     | 16<br>9%   | 30<br>12%    | 61<br>10%               | 54<br>10%                         | 7<br>9%       |
| Mean calls all respondents | <b>9.66</b>       | 9.17      | 9.63      | 9.45      | 10.45     | 9.41        | 10.03       | 13.04<br>abd<br>e                | 8.89         | 8.37       | 9.47         | 8.98                    | 8.94                              | 9.20          |
| Standard Deviation         | <b>10.06</b>      | 9.59      | 10.27     | 8.63      | 11.31     | 9.93        | 10.27       | 14.28                            | 8.37         | 7.94       | 9.70         | 8.82                    | 8.80                              | 9.01          |
| Mean calls all received    | <b>9.66</b>       | 9.17      | 9.63      | 9.45      | 10.45     | 9.41        | 10.03       | 13.04<br>abd<br>e                | 8.89         | 8.37       | 9.47         | 8.98                    | 8.94                              | 9.20          |
| Standard Deviation         | <b>10.06</b>      | 9.59      | 10.27     | 8.63      | 11.31     | 9.93        | 10.27       | 14.28                            | 8.37         | 7.94       | 9.70         | 8.82                    | 8.80                              | 9.01          |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Table 44

Q3net Number of Unwanted calls (Net)

Base: All respondents who received (Unwanted calls (Net))

|                            | Total      | Type of call    |                    |                            |                 |                 | No. calls before answer |                 |                |
|----------------------------|------------|-----------------|--------------------|----------------------------|-----------------|-----------------|-------------------------|-----------------|----------------|
|                            |            | Silent (A)      | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)  | Other (E)       | 1 to 2 (F)              | 3 to 5 (G)      | 6+ (H)         |
| Unweighted Base            | 747        | 518             | 140                | 433                        | 606             | 221             | 413                     | 681             | 324            |
| Weighted Base              | 741        | 519             | 150                | 443                        | 602             | 217             | 411                     | 679             | 326            |
| Effective Base             | 617        | 422             | 109                | 354                        | 502             | 185             | 335                     | 560             | 260            |
| 1                          | 77<br>10%  | 23<br>5%        | -                  | 6<br>1%                    | 41<br>7%<br>BC  | 6<br>3%         | 12<br>3%                | 53<br>8%<br>FH  | 12<br>4%       |
| 2                          | 79<br>11%  | 33<br>6%        | 7<br>5%            | 25<br>6%                   | 51<br>8%<br>CE  | 8<br>4%         | 15<br>4%                | 73<br>11%<br>FH | 12<br>4%       |
| 3 to 5                     | 177<br>24% | 111<br>21%<br>E | 20<br>13%          | 93<br>21%<br>E             | 129<br>21%<br>E | 30<br>14%       | 93<br>23%               | 159<br>23%      | 66<br>20%      |
| 6 to 10                    | 171<br>23% | 131<br>25%      | 57<br>38%<br>AD    | 129<br>29%                 | 149<br>25%      | 56<br>26%       | 119<br>29%<br>G         | 165<br>24%      | 87<br>27%      |
| 11 to 20                   | 152<br>20% | 136<br>26%      | 39<br>26%          | 117<br>26%                 | 147<br>24%      | 66<br>30%       | 112<br>27%<br>G         | 146<br>21%      | 91<br>28%<br>G |
| 21 or more                 | 86<br>12%  | 84<br>16%       | 26<br>18%          | 74<br>17%                  | 85<br>14%       | 51<br>24%<br>AD | 61<br>15%               | 84<br>12%       | 58<br>18%<br>G |
| Mean calls all respondents | 9.66       | 11.97<br>D      | 13.94<br>D         | 12.29<br>D                 | 11.00           | 15.00<br>ACD    | 11.74<br>G              | 10.10           | 12.85<br>G     |
| Standard Deviation         | 10.06      | 10.94           | 13.22              | 10.84                      | 10.60           | 12.51           | 10.19                   | 10.24           | 11.69          |
| Mean calls all received    | 9.66       | 11.97<br>D      | 13.94<br>D         | 12.29<br>D                 | 11.00           | 15.00<br>ACD    | 11.74<br>G              | 10.10           | 12.85<br>G     |
| Standard Deviation         | 10.06      | 10.94           | 13.22              | 10.84                      | 10.60           | 12.51           | 10.19                   | 10.24           | 11.69          |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 45**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

| Total  | Age        |                |                  |                 |                  |                 | Grouped Age |                 |                 | Gender     |            | Working status |                  |                 |              |                      |                | Grouped working status |                 |            |
|--|------------|----------------|------------------|-----------------|------------------|-----------------|-------------|-----------------|-----------------|------------|------------|----------------|------------------|-----------------|--------------|----------------------|----------------|------------------------|-----------------|------------|
|  | 16-24 (A)  | 25-34 (B)      | 35-44 (C)        | 45-54 (D)       | 55-64 (E)        | 65+ (F)         | 16-34 (G)   | 35-54 (H)       | 55+ (I)         | Male (J)   | Female (K) | Full time (L)  | Part time (M)    | Homemaker (N)   | Student (O)  | Temp not working (P) | Retired (Q)    | Working (R)            | Not working (S) |            |
| Unweighted Base  | 3717       | 149            | 355              | 477             | 638              | 718             | 1380        | 504             | 1115            | 2098       | 1768       | 1949           | 1071             | 458             | 374          | 63                   | 245            | 1506                   | 1529            | 2188       |
| Weighted Base  | 3671       | 298            | 325              | 437             | 594              | 641             | 1377        | 623             | 1030            | 2018       | 1880       | 1792           | 1072             | 488             | 300          | 188*                 | 107            | 1516                   | 1560            | 2111       |
| Effective Base   | 3065       | 123            | 330              | 437             | 567              | 619             | 1162        | 372             | 1004            | 1774       | 1404       | 1706           | 983              | 444             | 360          | 61                   | 217            | 1266                   | 1427            | 1656       |
| PPI  | 832<br>23% | 85<br>28%<br>F | 103<br>32%<br>EF | 103<br>24%<br>F | 183<br>31%<br>EF | 149<br>23%<br>F | 209<br>15%  | 188<br>30%<br>I | 286<br>28%<br>I | 358<br>18% | 421<br>22% | 411<br>23%     | 301<br>28%<br>NQ | 120<br>25%<br>Q | 63<br>21%    | 59<br>31%<br>Q       | 31<br>29%<br>Q | 258<br>17%             | 421<br>27%<br>S | 410<br>19% |
| Energy company   | 179<br>5%  | 13<br>4%       | 12<br>4%         | 30<br>7%<br>D   | 19<br>3%         | 25<br>4%        | 79<br>6%    | 26<br>4%        | 49<br>5%        | 104<br>5%  | 89<br>5%   | 90<br>5%       | 50<br>5%         | 21<br>4%        | 15<br>5%     | 9<br>5%              | 4<br>4%        | 80<br>5%               | 70<br>5%        | 109<br>5%  |
| Communications/ Phone company e.g. Free calls/ Broadband | 130<br>4%  | 3<br>1%        | 12<br>4%         | 20<br>5%        | 17<br>3%         | 21<br>3%        | 55<br>4%    | 16<br>2%        | 37<br>4%        | 77<br>4%   | 63<br>3%   | 67<br>4%       | 42<br>4%         | 19<br>4%        | 6<br>2%      | -                    | 4<br>4%        | 58<br>4%               | 61<br>4%        | 69<br>3%   |
| Insurance (car/ health/ life etc.)                       | 207<br>6%  | 10<br>3%       | 24<br>7%         | 23<br>5%        | 33<br>6%         | 29<br>4%        | 87<br>6%    | 34<br>6%        | 56<br>5%        | 116<br>6%  | 110<br>6%  | 97<br>5%       | 69<br>6%         | 25<br>5%        | 12<br>4%     | 3<br>2%              | 9<br>9%        | 88<br>6%               | 94<br>6%        | 112<br>5%  |
| Banking/ Credit card                                     | 139<br>4%  | 17<br>6%       | 11<br>3%         | 8<br>2%         | 23<br>4%         | 20<br>3%        | 60<br>4%    | 28<br>4%        | 31<br>3%        | 81<br>4%   | 79<br>4%   | 60<br>3%       | 37<br>3%         | 12<br>2%        | 9<br>3%      | 11<br>6%             | 2<br>2%        | 69<br>5%               | 49<br>3%        | 91<br>4%   |
| Loans/ loans refund                                      | 22<br>1%   | 4<br>1%        | 3<br>1%          | 3<br>1%         | 2<br>*           | 4<br>1%         | 6<br>*      | 7<br>1%         | 4<br>*          | 10<br>1%   | 8<br>*     | 14<br>1%       | 5<br>*           | 4<br>1%         | 1<br>*       | 3<br>1%              | 1<br>1%        | 8<br>1%                | 8<br>1%         | 14<br>1%   |
| Debt collection  | 8<br>*     | 2<br>1%        | 1<br>*           | -               | 4<br>1%          | -               | 3<br>*      | 2<br>*          | 4<br>*          | 3<br>*     | 3<br>*     | 5<br>*         | 4<br>*           | 1<br>*          | 1<br>*       | -                    | 1<br>*         | 3<br>*                 | 5<br>*          | 4<br>*     |
| Claim refund   | 17<br>*    | -              | 3<br>1%          | 1<br>*          | 2<br>*           | 1<br>*          | 11<br>1%    | 3<br>1%         | 2<br>*          | 12<br>1%   | 9<br>*     | 8<br>*         | 2<br>*           | 1<br>*          | 4<br>1%<br>L | -                    | -              | 11<br>1%               | 2<br>*          | 15<br>1%   |
| Pension entitlement/rebate/ refund                       | 36<br>1%   | 1<br>*         | 4<br>1%          | 5<br>1%         | 7<br>1%          | 14<br>2%<br>F   | 6<br>*      | 5<br>1%         | 12<br>1%        | 20<br>1%   | 11<br>1%   | 25<br>1%       | 11<br>1%         | 4<br>1%         | 5<br>2%      | -                    | 2<br>2%        | 14<br>1%               | 15<br>1%        | 22<br>1%   |
| Won holiday/money/bonus/ cruise etc.                     | 30<br>1%   | -              | 5<br>1%          | 2<br>*          | 5<br>1%          | 6<br>1%         | 12<br>1%    | 5<br>1%         | 7<br>1%         | 18<br>1%   | 13<br>1%   | 17<br>1%       | 10<br>1%         | 3<br>1%         | 1<br>*       | -                    | 2<br>1%        | 15<br>1%               | 13<br>1%        | 17<br>1%   |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



**Table 45**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

| Total  | Age       |           |               |                 |               |                 | Grouped Age       |           |                 | Gender          |            | Working status |               |                  |                  |                      |                 | Grouped working status |                 |                 |
|--|-----------|-----------|---------------|-----------------|---------------|-----------------|-------------------|-----------|-----------------|-----------------|------------|----------------|---------------|------------------|------------------|----------------------|-----------------|------------------------|-----------------|-----------------|
|  | 16-24 (A) | 25-34 (B) | 35-44 (C)     | 45-54 (D)       | 55-64 (E)     | 65+ (F)         | 16-34 (G)         | 35-54 (H) | 55+ (I)         | Male (J)        | Female (K) | Full time (L)  | Part time (M) | Homemaker (N)    | Student (O)      | Temp not working (P) | Retired (Q)     | Working (R)            | Not working (S) |                 |
| Weighted Base                                      | 3671      | 298       | 325           | 437             | 594           | 641             | 1377              | 623       | 1030            | 2018            | 1880       | 1792           | 1072          | 488              | 300              | 188*                 | 107             | 1516                   | 1560            | 2111            |
| Effective Base                                     | 3065      | 123       | 330           | 437             | 567           | 619             | 1162              | 372       | 1004            | 1774            | 1404       | 1706           | 983           | 444              | 360              | 61                   | 217             | 1266                   | 1427            | 1656            |
| Home/loft insulation                               | 75<br>2%  | 10<br>3%  | 5<br>2%       | 12<br>3%        | 7<br>1%       | 14<br>2%        | 27<br>2%          | 16<br>3%  | 19<br>2%        | 41<br>2%        | 42<br>2%   | 33<br>2%       | 19<br>2%      | 6<br>1%          | 4<br>1%          | 10<br>5%             | 2<br>2%         | 35<br>2%               | 25<br>2%        | 51<br>2%        |
| Solar panels                                       | 307<br>8% | 29<br>10% | 11<br>3%      | 26<br>6%        | 45<br>8%<br>B | 48<br>8%<br>B   | 147<br>11%<br>BC  | 40<br>6%  | 72<br>7%        | 196<br>10%      | 146<br>8%  | 161<br>9%      | 58<br>5%      | 51<br>17%<br>LNP | 15<br>5%         | 19<br>10%            | 4<br>4%         | 159<br>10%<br>LNP      | 109<br>7%       | 198<br>9%       |
| Charity  | 81<br>2%  | -         | 5<br>2%       | 14<br>3%        | 16<br>3%      | 14<br>2%        | 32<br>2%          | 5<br>1%   | 30<br>3%        | 46<br>2%        | 41<br>2%   | 40<br>2%       | 18<br>2%      | 16<br>3%         | 12<br>4%         | -                    | 4<br>3%         | 31<br>2%               | 35<br>2%        | 46<br>2%        |
| Home (other home) improvement e.g. kitchen/windows | 309<br>8% | 24<br>8%  | 26<br>8%<br>C | 16<br>4%        | 38<br>6%      | 37<br>6%        | 168<br>12%<br>CDE | 50<br>8%  | 54<br>5%        | 205<br>10%<br>H | 173<br>9%  | 136<br>8%      | 60<br>6%      | 40<br>8%         | 20<br>7%         | 14<br>7%             | 4<br>4%         | 172<br>11%<br>LP       | 99<br>6%        | 209<br>10%<br>R |
| Timeshare  | 4<br>*    | -         | -             | -               | -             | 2<br>*          | 1<br>*            | -         | -               | 4<br>*          | 4<br>*     | -              | 1<br>*        | -                | -                | -                    | -               | 3<br>*                 | 1<br>*          | 3<br>*          |
| Market research/ Survey                            | 346<br>9% | 22<br>7%  | 20<br>6%      | 60<br>14%<br>BF | 63<br>11%     | 63<br>10%       | 118<br>9%         | 42<br>7%  | 123<br>12%<br>G | 181<br>9%       | 184<br>10% | 162<br>9%      | 109<br>10%    | 35<br>7%         | 52<br>17%<br>LMQ | 15<br>8%             | 12<br>11%       | 123<br>8%              | 144<br>9%       | 203<br>10%      |
| Computer/ maintenance/ support                     | 130<br>4% | 3<br>1%   | 9<br>3%       | 8<br>2%         | 14<br>2%      | 24<br>4%        | 71<br>5%<br>CD    | 12<br>2%  | 22<br>2%        | 96<br>5%<br>H   | 75<br>4%   | 55<br>3%       | 27<br>3%      | 10<br>2%         | 11<br>4%         | -                    | 2<br>2%         | 79<br>5%<br>LM         | 37<br>2%        | 93<br>4%<br>R   |
| Accident claims/ compensation                      | 250<br>7% | 28<br>10% | 20<br>6%      | 30<br>7%        | 37<br>6%      | 67<br>10%<br>DF | 68<br>5%          | 49<br>8%  | 66<br>6%        | 135<br>7%       | 108<br>6%  | 142<br>8%      | 69<br>6%      | 48<br>10%<br>Q   | 20<br>7%         | 16<br>9%             | 13<br>12%<br>LQ | 83<br>5%               | 117<br>7%       | 133<br>6%       |
| Cable/ Satellite TV/ Insurance                     | 60<br>2%  | 2<br>1%   | 4<br>1%       | 10<br>2%        | 12<br>2%      | 10<br>1%        | 23<br>2%          | 5<br>1%   | 22<br>2%        | 33<br>2%        | 32<br>2%   | 28<br>2%       | 19<br>2%      | 8<br>2%          | 4<br>1%          | -                    | 1<br>1%         | 28<br>2%               | 27<br>2%        | 33<br>2%        |
| Financial Services/ products                       | 75<br>2%  | 3<br>1%   | 5<br>1%       | 11<br>3%        | 12<br>2%      | 14<br>2%        | 31<br>2%          | 8<br>1%   | 23<br>2%        | 44<br>2%        | 48<br>3%   | 28<br>2%       | 26<br>2%      | 12<br>2%         | 4<br>1%          | 3<br>2%              | *<br>*          | 30<br>2%               | 37<br>2%        | 38<br>2%        |
| Newspaper/ magazine subscriptions                  | 15<br>*   | -         | 1<br>*        | 1<br>*          | 3<br>*        | 3<br>*          | 8<br>1%           | 1<br>*    | 4<br>*          | 11<br>1%        | 9<br>*     | 6<br>*         | 5<br>*        | -                | 2<br>1%          | -                    | *<br>*          | 8<br>1%                | 5<br>*          | 11<br>1%        |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



**Table 45**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

| Total   | Age       |                   |                |               |           |          | Grouped Age |                |          | Gender    |            | Working status |               |               |             |                      |              | Grouped working status |                 |               |
|---|-----------|-------------------|----------------|---------------|-----------|----------|-------------|----------------|----------|-----------|------------|----------------|---------------|---------------|-------------|----------------------|--------------|------------------------|-----------------|---------------|
|   | 16-24 (A) | 25-34 (B)         | 35-44 (C)      | 45-54 (D)     | 55-64 (E) | 65+ (F)  | 16-34 (G)   | 35-54 (H)      | 55+ (I)  | Male (J)  | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q)  | Working (R)            | Not working (S) |               |
| Weighted Base                                     | 3671      | 298               | 325            | 437           | 594       | 641      | 1377        | 623            | 1030     | 2018      | 1880       | 1792           | 1072          | 488           | 300         | 188*                 | 107          | 1516                   | 1560            | 2111          |
| Effective Base                                    | 3065      | 123               | 330            | 437           | 567       | 619      | 1162        | 372            | 1004     | 1774      | 1404       | 1706           | 983           | 444           | 360         | 61                   | 217          | 1266                   | 1427            | 1656          |
| Wine/ wine investments                            | 6*        | -                 | -              | 1*            | 2*        | -        | 4*          | -              | 3*       | 4*        | 3*         | 4*             | 2*            | -             | 2           | -                    | -            | 3*                     | 2*              | 5*            |
| Debt repayment/advice/ consolidation              | 69<br>2%  | 6<br>2%           | 13<br>4%<br>DF | 13<br>3%<br>D | 4<br>1%   | 17<br>3% | 16<br>1%    | 19<br>3%       | 17<br>2% | 33<br>2%  | 42<br>2%   | 26<br>1%       | 30<br>3%<br>M | 1*            | 4<br>1%     | 3<br>2%              | 2<br>2%      | 28<br>2%               | 31<br>2%        | 37<br>2%      |
| Legal Services                                    | 9*        | 3<br>1%           | -              | -             | *<br>2*   | 2*       | 3*          | 3<br>1%        | *<br>5*  | 5*        | 2*         | 7*             | 2*            | -             | -           | 3<br>2%              | *<br>3*      | 3*                     | 2*              | 7*            |
| Medical/health/health products                    | 53<br>1%  | 7<br>2%           | 1*             | 2*            | 7<br>1%   | 6<br>1%  | 31<br>2%    | 8<br>1%        | 9<br>1%  | 36<br>2%  | 25<br>1%   | 28<br>2%       | 8<br>1%       | 4<br>1%       | 2<br>1%     | 7<br>4%              | *<br>31      | 12<br>1%               | 41<br>2%<br>R   |               |
| Scam calls (e.g. banking/ computer/passwords etc. | 42<br>1%  | -                 | 9<br>3%<br>F   | 7<br>2%       | 7<br>1%   | 9<br>1%  | 10<br>1%    | 9<br>1%        | 14<br>1% | 19<br>1%  | 24<br>1%   | 18<br>1%       | 20<br>2%<br>Q | 9<br>2%<br>Q  | 4<br>1%     | -                    | 2<br>2%<br>Q | 6*                     | 29<br>2%<br>S   | 13<br>1%      |
| Government schemes/grants/ initiatives            | 80<br>2%  | 28<br>9%<br>BCDEF | 2<br>1%        | 2*            | 9<br>1%   | 12<br>2% | 28<br>2%    | 29<br>5%<br>HI | 11<br>1% | 40<br>2%  | 45<br>2%   | 35<br>2%       | 15<br>1%      | 5<br>1%       | 4<br>1%     | 26<br>14%<br>LMNPQ   | 2<br>1%      | 30<br>2%               | 19<br>1%        | 61<br>3%<br>R |
| Utilities   | 6*        | -                 | -              | -             | 1*        | 3*       | 2*          | -              | 1*       | 5*        | 1*         | 5*             | 1*            | -             | 3<br>1%     | -                    | *<br>2*      | 2*                     | 1*              | 5*            |
| Others  | 246<br>7% | 32<br>11%         | 19<br>6%       | 31<br>7%      | 34<br>6%  | 42<br>7% | 88<br>6%    | 51<br>8%       | 65<br>6% | 130<br>6% | 125<br>7%  | 122<br>7%      | 71<br>7%      | 37<br>8%      | 22<br>7%    | 18<br>9%             | 4<br>4%      | 95<br>6%               | 108<br>7%       | 139<br>7%     |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom





**Table 45**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

|  | Total      | SEG        |            |            |            | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|--|------------|------------|------------|------------|------------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|  |            | AB<br>(T)  | C1<br>(U)  | C2<br>(V)  | DE<br>(W)  | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base  | 3717       | 1033       | 1163       | 678        | 840        | 2196        | 1518        | 747                              | 972          | 750        | 1248         | 2970                    | 2623                              | 347           |
| Weighted Base  | 3671       | 988        | 1081       | 683        | 916        | 2069        | 1600        | 777                              | 871          | 803        | 1220         | 2894                    | 2517                              | 377           |
| Effective Base   | 3065       | 932        | 1011       | 544        | 629        | 1943        | 1167        | 560                              | 831          | 618        | 1093         | 2524                    | 2245                              | 286           |
| PPI  | 832<br>23% | 218<br>22% | 249<br>23% | 147<br>22% | 217<br>24% | 467<br>23%  | 364<br>23%  | 152<br>20%                       | 175<br>20%   | 174<br>22% | 331<br>27%   | 680<br>23%              | 567<br>23%                        | 112<br>30%    |
| Energy company   | 179<br>5%  | 58<br>6%   | 46<br>4%   | 31<br>4%   | 45<br>5%   | 103<br>5%   | 76<br>5%    | 49<br>6%                         | 60<br>7%     | 29<br>4%   | 41<br>3%     | 130<br>4%               | 121<br>5%                         | 8<br>2%       |
| Communications/ Phone company e.g. Free calls/ Broadband | 130<br>4%  | 30<br>3%   | 38<br>3%   | 22<br>3%   | 40<br>4%   | 68<br>3%    | 62<br>4%    | 35<br>5%                         | 27<br>3%     | 31<br>4%   | 36<br>3%     | 94<br>3%                | 87<br>3%                          | 8<br>2%       |
| Insurance (car/ health/ life etc.)                       | 207<br>6%  | 52<br>5%   | 70<br>6%   | 39<br>6%   | 46<br>5%   | 122<br>6%   | 85<br>5%    | 65<br>8%                         | 36<br>4%     | 50<br>6%   | 56<br>5%     | 142<br>5%               | 131<br>5%                         | 11<br>3%      |
| Banking/ Credit card                                     | 139<br>4%  | 26<br>3%   | 53<br>5%   | 23<br>3%   | 36<br>4%   | 80<br>4%    | 60<br>4%    | 31<br>4%                         | 20<br>2%     | 39<br>5%   | 50<br>4%     | 109<br>4%               | 86<br>3%                          | 22<br>6%      |
| Loans/ loans refund                                      | 22<br>1%   | 8<br>1%    | 5<br>1%    | 1<br>1%    | 7<br>1%    | 13<br>1%    | 9<br>1%     | 8<br>1%                          | 5<br>1%      | 3<br>1%    | 6<br>1%      | 14<br>1%                | 13<br>1%                          | 1<br>1%       |
| Debt collection  | 8<br>1%    | 2<br>1%    | 3<br>1%    | 1<br>1%    | 3<br>1%    | 4<br>1%     | 4<br>1%     | 1<br>1%                          | 3<br>1%      | 2<br>1%    | 3<br>1%      | 8<br>1%                 | 7<br>1%                           | 1<br>1%       |
| Claim refund   | 17<br>1%   | 2<br>1%    | 5<br>1%    | 3<br>1%    | 6<br>1%    | 7<br>1%     | 10<br>1%    | 6<br>1%                          | 5<br>1%      | 5<br>1%    | 1<br>1%      | 11<br>1%                | 11<br>1%                          | -             |
| Pension entitlement/rebate/ refund                       | 36<br>1%   | 11<br>1%   | 16<br>1%   | 2<br>1%    | 8<br>1%    | 26<br>1%    | 10<br>1%    | 3<br>1%                          | 8<br>1%      | 7<br>1%    | 19<br>2%     | 34<br>1%                | 26<br>1%                          | 8<br>2%       |
| Won holiday/money/bonus/ cruise etc.                     | 30<br>1%   | 3<br>1%    | 10<br>1%   | 7<br>1%    | 10<br>1%   | 13<br>1%    | 17<br>1%    | 2<br>1%                          | 5<br>1%      | 12<br>1%   | 10<br>1%     | 27<br>1%                | 21<br>1%                          | 6<br>2%       |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



**Table 45**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

|  | Total     | SEG            |            |           |           | Grouped SEG   |             | Region                           |                        |                    |                   |                         |                                   |               |
|--|-----------|----------------|------------|-----------|-----------|---------------|-------------|----------------------------------|------------------------|--------------------|-------------------|-------------------------|-----------------------------------|---------------|
|  |           | AB<br>(T)      | C1<br>(U)  | C2<br>(V) | DE<br>(W) | ABC1<br>(X)   | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)           | Mid<br>(b)         | South<br>(c)      | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Weighted Base                                      | 3671      | 988            | 1081       | 683       | 916       | 2069          | 1600        | 777                              | 871                    | 803                | 1220              | 2894                    | 2517                              | 377           |
| Effective Base                                     | 3065      | 932            | 1011       | 544       | 629       | 1943          | 1167        | 560                              | 831                    | 618                | 1093              | 2524                    | 2245                              | 286           |
| Home/loft insulation                               | 75<br>2%  | 13<br>1%       | 28<br>3%   | 10<br>2%  | 24<br>3%  | 41<br>2%      | 34<br>2%    | 4<br>1%                          | 54<br>6%<br>Zbcde<br>f | 6<br>1%            | 11<br>1%          | 71<br>2%<br>Zbc         | 69<br>3%<br>Zbc                   | 2<br>1%       |
| Solar panels                                       | 307<br>8% | 71<br>7%       | 78<br>7%   | 67<br>10% | 91<br>10% | 149<br>7%     | 158<br>10%  | 57<br>7%<br>f                    | 86<br>10%<br>cf        | 95<br>12%<br>Zcdf  | 69<br>6%<br>f     | 250<br>9%<br>cf         | 244<br>10%<br>cdf                 | 6<br>2%       |
| Charity  | 81<br>2%  | 33<br>3%<br>W  | 26<br>2%   | 14<br>2%  | 8<br>1%   | 59<br>3%<br>Y | 22<br>1%    | 14<br>2%                         | 20<br>2%               | 16<br>2%           | 31<br>3%          | 67<br>2%                | 57<br>2%                          | 9<br>2%       |
| Home (other home) improvement e.g. kitchen/windows | 309<br>8% | 87<br>9%       | 82<br>8%   | 73<br>11% | 66<br>7%  | 169<br>8%     | 139<br>9%   | 125<br>16%<br>abcd<br>ef         | 91<br>10%<br>bcde      | 41<br>5%           | 52<br>4%          | 184<br>6%<br>c          | 162<br>6%<br>c                    | 21<br>6%      |
| Timeshare  | 4<br>.    | 2<br>.         | 2<br>.     | -<br>.    | -<br>.    | 4<br>.        | -<br>.      | -<br>.                           | 1<br>.                 | 2<br>.             | 1<br>.            | 4<br>.                  | 4<br>.                            | -<br>.        |
| Market research/ Survey                            | 346<br>9% | 78<br>8%       | 111<br>10% | 76<br>11% | 82<br>9%  | 189<br>9%     | 158<br>10%  | 67<br>9%                         | 68<br>8%               | 67<br>8%           | 144<br>12%<br>ade | 279<br>10%              | 239<br>10%                        | 40<br>11%     |
| Computer/ maintenance/ support                     | 130<br>4% | 43<br>4%       | 37<br>3%   | 14<br>2%  | 36<br>4%  | 80<br>4%      | 50<br>3%    | 31<br>4%                         | 32<br>4%               | 14<br>2%           | 53<br>4%<br>b     | 99<br>3%<br>b           | 80<br>3%<br>b                     | 18<br>5%<br>b |
| Accident claims/ compensation                      | 250<br>7% | 73<br>7%       | 68<br>6%   | 45<br>7%  | 63<br>7%  | 141<br>7%     | 108<br>7%   | 15<br>2%                         | 54<br>6%<br>Z          | 92<br>11%<br>Zacde | 88<br>7%<br>Z     | 235<br>8%<br>Z          | 200<br>8%<br>Z                    | 35<br>9%<br>Z |
| Cable/ Satellite TV/ Insurance                     | 60<br>2%  | 22<br>2%       | 18<br>2%   | 8<br>1%   | 12<br>1%  | 41<br>2%      | 19<br>1%    | 12<br>2%                         | 15<br>2%               | 10<br>1%           | 23<br>2%          | 48<br>2%                | 40<br>2%                          | 8<br>2%       |
| Financial Services/ products                       | 75<br>2%  | 37<br>4%<br>UW | 17<br>2%   | 13<br>2%  | 9<br>1%   | 54<br>3%      | 21<br>1%    | 9<br>1%                          | 15<br>2%               | 16<br>2%           | 35<br>3%          | 67<br>2%                | 55<br>2%                          | 12<br>3%      |
| Newspaper/ magazine subscriptions                  | 15<br>.   | 4<br>.         | 4<br>.     | 2<br>.    | 5<br>1%   | 8<br>.        | 7<br>.      | 3<br>.                           | 4<br>.                 | 4<br>1%            | 4<br>.            | 13<br>.                 | 12<br>.                           | 1<br>.        |



**Table 45**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

|  | Total     | SEG       |           |           |               | Grouped SEG |             | Region                           |                        |            |                   |                         |                                   |                   |
|--|-----------|-----------|-----------|-----------|---------------|-------------|-------------|----------------------------------|------------------------|------------|-------------------|-------------------------|-----------------------------------|-------------------|
|  |           | AB<br>(T) | C1<br>(U) | C2<br>(V) | DE<br>(W)     | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)           | Mid<br>(b) | South<br>(c)      | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f)     |
| Weighted Base  | 3671      | 988       | 1081      | 683       | 916           | 2069        | 1600        | 777                              | 871                    | 803        | 1220              | 2894                    | 2517                              | 377               |
| Effective Base                                       | 3065      | 932       | 1011      | 544       | 629           | 1943        | 1167        | 560                              | 831                    | 618        | 1093              | 2524                    | 2245                              | 286               |
| Wine/ wine investments                               | 6         | 1         | 4         | 1         | 1             | 5           | 2           | 2                                | 1                      | 1          | 3                 | 4                       | 4                                 | -                 |
| Debt repayment/advice/<br>consolidation              | 69<br>2%  | 11<br>1%  | 18<br>2%  | 18<br>3%  | 22<br>2%      | 29<br>1%    | 40<br>2%    | 9<br>1%                          | 9<br>1%                | 9<br>1%    | 42<br>3%<br>Zabde | 60<br>2%<br>ae          | 43<br>2%                          | 17<br>4%<br>Zabde |
| Legal Services                                       | 9         | 2         | 3         | -         | 4             | 5           | 4           | -                                | -                      | 6<br>1%    | 3                 | 9                       | 9                                 | -                 |
| Medical/health/health<br>products                    | 53<br>1%  | 9<br>1%   | 16<br>2%  | 12<br>2%  | 15<br>2%      | 26<br>1%    | 28<br>2%    | 7<br>1%                          | 12<br>1%               | 15<br>2%   | 19<br>2%          | 46<br>2%                | 41<br>2%                          | 4<br>1%           |
| Scam calls (e.g. banking/<br>computer/passwords etc. | 42<br>1%  | 14<br>1%  | 13<br>1%  | 9<br>1%   | 6<br>1%       | 27<br>1%    | 15<br>1%    | 7<br>1%                          | 10<br>1%               | 10<br>1%   | 15<br>1%          | 35<br>1%                | 33<br>1%                          | 2<br>1%           |
| Government schemes/grants/<br>initiatives            | 80<br>2%  | 16<br>2%  | 19<br>2%  | 11<br>2%  | 34<br>4%<br>T | 35<br>2%    | 45<br>3%    | 12<br>2%                         | 46<br>5%<br>Zbcde<br>f | 12<br>2%   | 10<br>1%          | 68<br>2%<br>c           | 66<br>3%<br>c                     | 2<br>1%           |
| Utilities  | 6         | 1         | 2         | *         | 3             | 3           | 3           | *                                | 1                      | 1          | 3                 | 6                       | 6                                 | -                 |
| Others   | 246<br>7% | 79<br>8%  | 64<br>6%  | 50<br>7%  | 52<br>6%      | 143<br>7%   | 102<br>6%   | 65<br>8%                         | 59<br>7%               | 48<br>6%   | 74<br>6%          | 181<br>6%               | 158<br>6%                         | 23<br>6%          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



**Table 46**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

|  | Total      | Type of call |                    |                            |                |                 | No. calls before answer |            |            |            |
|--|------------|--------------|--------------------|----------------------------|----------------|-----------------|-------------------------|------------|------------|------------|
|  |            | Silent (A)   | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)       | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)     |            |
| Unweighted Base  | 3717       | 26           | 154                | 1190                       |                | 2078            | 235                     | 906        | 2241       | 472        |
| Weighted Base  | 3671       | 24**         | 156                | 1216                       |                | 2001            | 226                     | 875        | 2223       | 476        |
| Effective Base   | 3065       | 24           | 121                | 953                        |                | 1755            | 194                     | 769        | 1830       | 382        |
| PPI  | 832<br>23% | 4<br>17%     | 71<br>45%<br>DE    | 545<br>45%<br>DE           |                | 195<br>10%<br>E | 5<br>2%                 | 201<br>23% | 483<br>22% | 123<br>26% |
| Energy company   | 179<br>5%  | *<br>2%      | 3<br>2%            | 33<br>3%                   |                | 135<br>7%<br>C  | 6<br>3%                 | 44<br>5%   | 105<br>5%  | 25<br>5%   |
| Communications/ Phone company e.g. Free calls/ Broadband | 130<br>4%  | 2<br>7%      | 4<br>3%<br>C       | 4<br>*                     |                | 116<br>6%<br>CE | 3<br>1%                 | 31<br>4%   | 82<br>4%   | 15<br>3%   |
| Insurance (car/ health/ life etc.)                       | 207<br>6%  | 2<br>7%      | 11<br>7%<br>CE     | 15<br>1%                   |                | 177<br>9%<br>CE | 1<br>*                  | 54<br>6%   | 116<br>5%  | 34<br>7%   |
| Banking/ Credit card                                     | 139<br>4%  | -<br>-       | 9<br>5%<br>D       | 96<br>8%<br>DE             |                | 28<br>1%        | 5<br>2%                 | 38<br>4%   | 80<br>4%   | 14<br>3%   |
| Loans/ loans refund                                      | 22<br>1%   | -<br>-       | 2<br>1%            | 6<br>*                     |                | 14<br>1%        | -<br>-                  | 2<br>*     | 12<br>1%   | 7<br>1%    |
| Debt collection  | 8<br>*     | -<br>-       | 3<br>2%<br>D       | 3<br>*                     |                | 2<br>*          | 1<br>*                  | 4<br>*     | 3<br>*     | 1<br>*     |
| Claim refund   | 17<br>*    | -<br>-       | -<br>-             | 7<br>1%                    |                | 10<br>*         | -<br>-                  | 7<br>1%    | 6<br>*     | 4<br>1%    |
| Pension entitlement/rebate/ refund                       | 36<br>1%   | -<br>-       | 1<br>1%            | 7<br>1%                    |                | 28<br>1%        | -<br>-                  | 12<br>1%   | 21<br>1%   | 4<br>1%    |
| Won holiday/money/bonus/ cruise etc.                     | 30<br>1%   | 1<br>4%      | -<br>-             | 20<br>2%<br>D              |                | 5<br>*          | 1<br>1%                 | 5<br>1%    | 17<br>1%   | 8<br>2%    |
| Home/loft insulation                                     | 75<br>2%   | -<br>-       | 5<br>3%            | 47<br>4%<br>DE             |                | 23<br>1%        | -<br>-                  | 15<br>2%   | 46<br>2%   | 12<br>3%   |
| Solar panels   | 307<br>8%  | 1<br>4%      | 6<br>4%<br>E       | 123<br>10%<br>E            |                | 176<br>9%<br>E  | -<br>-                  | 62<br>7%   | 198<br>9%  | 36<br>8%   |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 46**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

|  | Total     | Type of call |                    |                            |                 |                   | No. calls before answer |            |           |
|--|-----------|--------------|--------------------|----------------------------|-----------------|-------------------|-------------------------|------------|-----------|
|  |           | Silent (A)   | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)  | Other (E)         | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)    |
| Weighted Base                                      | 3671      | 24**         | 156                | 1216                       | 2001            | 226               | 875                     | 2223       | 476       |
| Effective Base                                     | 3065      | 24           | 121                | 953                        | 1755            | 194               | 769                     | 1830       | 382       |
| Charity  | 81<br>2%  | 1<br>4%      | -                  | 3                          | 68<br>3%<br>C   | 7<br>3%<br>C      | 23<br>3%                | 51<br>2%   | 7<br>1%   |
| Home (other home) improvement e.g. kitchen/windows | 309<br>8% | 4<br>17%     | 11<br>7%<br>E      | 146<br>12%<br>DE           | 145<br>7%<br>E  | 1                 | 63<br>7%                | 190<br>9%  | 46<br>10% |
| Timeshare  | 4         | -            | -                  | 1                          | 3               | -                 | 2                       | 2          | -         |
| Market research/ Survey                            | 346<br>9% | -            | 5<br>3%            | 25<br>2%                   | 192<br>10%<br>C | 121<br>54%<br>BCD | 76<br>9%                | 221<br>10% | 45<br>10% |
| Computer/ maintenance/ support                     | 130<br>4% | -            | -                  | 10<br>7%                   | 95<br>5%<br>C   | 18<br>8%<br>BC    | 29<br>3%                | 85<br>4%   | 13<br>3%  |
| Accident claims/ compensation                      | 250<br>7% | 1<br>6%      | 14<br>9%<br>C      | 38<br>3%                   | 186<br>9%<br>C  | 11<br>5%          | 65<br>7%                | 151<br>7%  | 27<br>6%  |
| Cable/ Satellite TV/ Insurance                     | 60<br>2%  | 1<br>4%      | -                  | 7<br>7%                    | 51<br>3%<br>C   | 1                 | 16<br>2%                | 40<br>2%   | 4<br>7%   |
| Financial Services/ products                       | 75<br>2%  | 1<br>3%      | 1<br>7%            | 7<br>7%                    | 62<br>3%<br>C   | 3<br>7%           | 26<br>3%                | 42<br>2%   | 6<br>7%   |
| Newspaper/ magazine subscriptions                  | 15        | -            | -                  | 1                          | 14<br>1%        | -                 | 5<br>7%                 | 10         | 1         |
| Wine/ wine investments                             | 6         | -            | -                  | -                          | 6               | -                 | 2                       | 1          | 2         |
| Debt repayment/advice/ consolidation               | 69<br>2%  | -            | 3<br>2%            | 22<br>2%                   | 40<br>2%        | -                 | 9<br>7%                 | 50<br>2%   | 7<br>2%   |
| Legal Services                                     | 9         | -            | -                  | 3                          | 6               | -                 | 1                       | 7          | 1         |
| Medical/health/health products                     | 53<br>1%  | 1<br>4%      | 1                  | 11<br>7%                   | 36<br>2%        | 2<br>7%           | 9<br>7%                 | 30<br>7%   | 4<br>7%   |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Table 46

Q4 Product/service promoted

Base: All Calls aware of product/service

|   | Total     | Type of call |                    |                            |                |                 | No. calls before answer |            |          |
|---|-----------|--------------|--------------------|----------------------------|----------------|-----------------|-------------------------|------------|----------|
|   |           | Silent (A)   | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)       | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)   |
| Weighted Base   | 3671      | 24**         | 156                | 1216                       | 2001           | 226             | 875                     | 2223       | 476      |
| Effective Base  | 3065      | 24           | 121                | 953                        | 1755           | 194             | 769                     | 1830       | 382      |
| Scam calls (e.g. banking/<br>computer/passwords etc.) | 42<br>1%  | 1<br>6%      | 1<br>1%            | 2<br>*                     | 21<br>1%       | 16<br>7%<br>BCD | 17<br>2%                | 21<br>1%   | 4<br>1%  |
| Government schemes/grants/<br>initiatives             | 80<br>2%  | -            | 5<br>3%<br>D       | 60<br>5%<br>DE             | 12<br>1%       | -               | 11<br>1%                | 54<br>2%   | 13<br>3% |
| Utilities   | 6<br>*    | -            | -                  | -                          | 5<br>*         | 1<br>*          | 2<br>*                  | 4<br>*     | -        |
| Others  | 246<br>7% | 3<br>14%     | 7<br>4%            | 28<br>2%                   | 184<br>9%<br>C | 24<br>10%<br>C  | 59<br>7%                | 157<br>7%  | 26<br>6% |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 47**  
**Q5 Name of company calling**  
**Base: All Calls**

| Total                 | Age          |              |                 |              |               |               | Grouped Age    |                 |             | Gender      |                  | Working status   |                  |                  |                |                         |                | Grouped working status |                    |             |      |
|-----------------------|--------------|--------------|-----------------|--------------|---------------|---------------|----------------|-----------------|-------------|-------------|------------------|------------------|------------------|------------------|----------------|-------------------------|----------------|------------------------|--------------------|-------------|------|
|                       | 16-24<br>(A) | 25-34<br>(B) | 35-44<br>(C)    | 45-54<br>(D) | 55-64<br>(E)  | 65+<br>(F)    | 16-34<br>(G)   | 35-54<br>(H)    | 55+<br>(I)  | Male<br>(J) | Female<br>(K)    | Full time<br>(L) | Part time<br>(M) | Homemaker<br>(N) | Student<br>(O) | Temp not working<br>(P) | Retired<br>(Q) | Working<br>(R)         | Not working<br>(S) |             |      |
| Unweighted Base       | 7325         | 304          | 682             | 977          | 1268          | 1439          | 2655           | 986             | 2245        | 4094        | 3506             | 3819             | 2034             | 988              | 2245           | 795                     | 107            | 615                    | 2886               | 2922        | 4403 |
| Weighted Base         | 7278         | 565          | 617             | 880          | 1165          | 1361          | 2690           | 1182            | 2045        | 4051        | 3750             | 3529             | 2139             | 957              | 642            | 320                     | 284            | 2937                   | 3096               | 4183        |      |
| Effective Base        | 6004         | 244          | 624             | 870          | 1139          | 1159          | 2246           | 727             | 2009        | 3405        | 2785             | 3299             | 1787             | 862              | 764            | 104                     | 523            | 2448                   | 2646               | 3363        |      |
| Company type provided | 532<br>7%    | 33<br>6%     | 38<br>6%        | 62<br>7%     | 97<br>8%      | 121<br>9%     | 181<br>7%      | 71<br>6%        | 159<br>8%   | 301<br>7%   | 242<br>6%        | 290<br>8%        | 168<br>8%        | 67<br>7%         | 58<br>9%       | 9<br>3%                 | 23<br>8%       | 206<br>7%              | 236<br>8%          | 296<br>7%   |      |
| Company name provided | 1483<br>20%  | 102<br>18%   | 118<br>19%      | 173<br>20%   | 232<br>20%    | 254<br>19%    | 604<br>22%     | 220<br>19%      | 405<br>20%  | 858<br>21%  | 719<br>19%       | 764<br>22%       | 408<br>19%       | 195<br>20%       | 135<br>21%     | 63<br>20%               | 48<br>17%      | 633<br>22%             | 603<br>19%         | 880<br>21%  |      |
| Others                | 48<br>1%     | 3<br>1%      | 8<br>1%<br>F    | 4<br>*<br>F  | 12<br>1%<br>F | 14<br>1%<br>F | 8<br>*         | 11<br>1%        | 15<br>1%    | 22<br>1%    | 26<br>1%         | 22<br>1%         | 14<br>1%         | 7<br>1%          | 6<br>1%        | 5<br>2%                 | 4<br>2%<br>Q   | 12<br>*                | 21<br>1%           | 27<br>1%    |      |
| Don't know/not given  | 344<br>5%    | 27<br>5%     | 14<br>2%        | 31<br>4%     | 58<br>5%<br>B | 59<br>4%      | 155<br>6%<br>B | 41<br>3%        | 90<br>4%    | 214<br>5%   | 187<br>5%        | 157<br>4%        | 68<br>3%         | 57<br>6%<br>LN   | 19<br>3%       | 21<br>7%                | 11<br>4%       | 168<br>6%<br>LN        | 125<br>4%          | 219<br>5%   |      |
| Don't know (tick box) | 4872<br>67%  | 400<br>71%   | 439<br>71%<br>F | 611<br>69%   | 765<br>66%    | 913<br>67%    | 1743<br>65%    | 840<br>71%<br>I | 1376<br>67% | 2656<br>66% | 2576<br>69%<br>K | 2296<br>65%      | 1480<br>69%<br>Q | 630<br>66%       | 425<br>66%     | 221<br>69%              | 197<br>69%     | 1918<br>65%            | 2110<br>68%        | 2761<br>66% |      |

*Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 47**  
**Q5 Name of company calling**  
**Base: All Calls**

|                       | Total              | SEG              |                |                |                    | Grouped SEG     |                  | Region                           |                 |                 |                    |                         |                                   |               |
|-----------------------|--------------------|------------------|----------------|----------------|--------------------|-----------------|------------------|----------------------------------|-----------------|-----------------|--------------------|-------------------------|-----------------------------------|---------------|
|                       |                    | AB<br>(T)        | C1<br>(U)      | C2<br>(V)      | DE<br>(W)          | ABC1<br>(X)     | C2DE<br>(Y)      | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)    | Mid<br>(b)      | South<br>(c)       | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base       | <b>7325</b>        | 2062             | 2162           | 1276           | 1819               | 4224            | 3095             | 1568                             | 1783            | 1505            | 2469               | 5757                    | 5099                              | 658           |
| Weighted Base         | <b>7278</b>        | 1968             | 2089           | 1267           | 1949               | 4057            | 3216             | 1644                             | 1627            | 1575            | 2432               | 5634                    | 4894                              | 741           |
| Effective Base        | <b>6004</b>        | 1829             | 1812           | 1049           | 1375               | 3637            | 2409             | 1157                             | 1543            | 1255            | 2116               | 4893                    | 4388                              | 532           |
| Company type provided | <b>532</b><br>7%   | 149<br>8%<br>W   | 173<br>8%<br>W | 106<br>8%<br>W | 103<br>5%          | 322<br>8%       | 210<br>7%        | 74<br>5%                         | 155<br>10%<br>Z | 118<br>7%<br>Z  | 185<br>8%<br>Z     | 457<br>8%<br>Z          | 407<br>8%<br>Z                    | 50<br>7%      |
| Company name provided | <b>1483</b><br>20% | 465<br>24%<br>VW | 439<br>21%     | 235<br>19%     | 343<br>18%         | 904<br>22%<br>Y | 577<br>18%       | 273<br>17%                       | 294<br>18%      | 339<br>22%<br>Z | 577<br>24%<br>Zade | 1210<br>21%<br>Za       | 1061<br>22%<br>Za                 | 149<br>20%    |
| Others                | <b>48</b><br>1%    | 17<br>1%         | 14<br>1%       | 7<br>1%        | 9                  | 32<br>1%        | 17<br>1%         | 5                                | 10<br>1%        | 14<br>1%        | 19<br>1%           | 43<br>1%<br>e           | 31<br>1%                          | 11<br>2%<br>Z |
| Don't know/not given  | <b>344</b><br>5%   | 108<br>5%<br>W   | 101<br>5%      | 75<br>6%<br>W  | 59<br>3%           | 209<br>5%       | 134<br>4%        | 80<br>5%                         | 73<br>5%        | 76<br>5%        | 114<br>5%          | 264<br>5%               | 222<br>5%                         | 42<br>6%      |
| Don't know (tick box) | <b>4872</b><br>67% | 1230<br>62%      | 1361<br>65%    | 843<br>67%     | 1434<br>74%<br>TUV | 2591<br>64%     | 2278<br>71%<br>X | 1211<br>74%<br>abcd<br>ef        | 1095<br>67%     | 1029<br>65%     | 1538<br>63%        | 3661<br>65%             | 3172<br>65%                       | 489<br>66%    |





**Table 48**  
**Q5 Name of company calling**  
**Base: All Calls**

|                       | Total       | Type of call        |                    |                            |                    |                   | No. calls before answer |                 |                  |
|-----------------------|-------------|---------------------|--------------------|----------------------------|--------------------|-------------------|-------------------------|-----------------|------------------|
|                       |             | Silent (A)          | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)     | Other (E)         | 1 to 2 (F)              | 3 to 5 (G)      | 6+ (H)           |
| Unweighted Base       | 7325        | 2346                | 261                | 1384                       | 2652               | 594               | 1687                    | 4242            | 1201             |
| Weighted Base         | 7278        | 2298                | 301                | 1416                       | 2576               | 571               | 1625                    | 4205            | 1250             |
| Effective Base        | 6004        | 1954                | 191                | 1113                       | 2206               | 486               | 1431                    | 3463            | 953              |
| Company type provided | 532<br>7%   | 3                   | 4<br>1%<br>A       | 46<br>3%<br>A              | 368<br>14%<br>ABC  | 92<br>16%<br>ABC  | 119<br>7%<br>H          | 349<br>8%<br>H  | 55<br>4%         |
| Company name provided | 1483<br>20% | 24<br>1%            | 42<br>14%<br>AC    | 94<br>7%<br>A              | 1079<br>42%<br>ABC | 229<br>40%<br>ABC | 365<br>22%<br>H         | 886<br>21%<br>H | 209<br>17%       |
| Others                | 48<br>1%    | 3                   | 4<br>1%<br>AC      | 2                          | 32<br>1%<br>AC     | 7<br>1%<br>AC     | 10<br>1%                | 26<br>1%        | 11<br>1%         |
| Don't know/not given  | 344<br>5%   | 148<br>6%<br>D      | 9<br>3%            | 61<br>4%                   | 91<br>4%           | 31<br>5%          | 69<br>4%                | 185<br>4%       | 85<br>7%<br>FG   |
| Don't know (tick box) | 4872<br>67% | 2119<br>92%<br>BCDE | 241<br>80%<br>DE   | 1213<br>86%<br>DE          | 1006<br>39%        | 212<br>37%        | 1062<br>65%             | 2758<br>66%     | 890<br>71%<br>FG |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 49**  
**Q5 Name of company calling**  
**Base: All respondents**

| Total                 | Age        |           |           |            |                 |                  | Grouped Age        |            |                | Gender           |            | Working status |               |                |             |                      |             | Grouped working status |                 |                 |
|-----------------------|------------|-----------|-----------|------------|-----------------|------------------|--------------------|------------|----------------|------------------|------------|----------------|---------------|----------------|-------------|----------------------|-------------|------------------------|-----------------|-----------------|
|                       | 16-24 (A)  | 25-34 (B) | 35-44 (C) | 45-54 (D)  | 55-64 (E)       | 65+ (F)          | 16-34 (G)          | 35-54 (H)  | 55+ (I)        | Male (J)         | Female (K) | Full time (L)  | Part time (M) | Homemaker (N)  | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |                 |
| Unweighted Base       | 860        | 58        | 147       | 176        | 157             | 132              | 190                | 205        | 333            | 322              | 400        | 460            | 352           | 121            | 76          | 19                   | 75          | 217                    | 473             | 387             |
| Weighted Base         | 860        | 99*       | 138       | 167        | 142             | 118              | 196                | 237        | 309            | 314              | 410        | 450            | 353           | 131            | 67*         | 53**                 | 33*         | 221                    | 485             | 375             |
| Effective Base        | 831        | 54        | 179       | 198        | 154             | 126              | 176                | 194        | 351            | 300              | 373        | 461            | 391           | 133            | 83          | 22                   | 75          | 204                    | 523             | 319             |
| Company type provided | 227<br>26% | 14<br>14% | 21<br>16% | 27<br>16%  | 40<br>28%<br>BC | 50<br>43%<br>ABC | 74<br>38%<br>ABC   | 35<br>15%  | 67<br>22%      | 125<br>40%<br>GH | 112<br>27% | 115<br>26%     | 78<br>22%     | 35<br>27%      | 20<br>30%   | 3<br>6%              | 8<br>23%    | 83<br>37%<br>L         | 113<br>23%      | 114<br>30%      |
| Company name provided | 452<br>53% | 46<br>47% | 49<br>36% | 66<br>39%  | 79<br>56%<br>BC | 73<br>62%<br>BC  | 139<br>71%<br>ABCD | 95<br>40%  | 145<br>47%     | 212<br>68%<br>GH | 218<br>53% | 235<br>52%     | 156<br>44%    | 73<br>55%      | 35<br>51%   | 25<br>47%            | 14<br>41%   | 151<br>68%<br>LNP      | 229<br>47%      | 224<br>60%<br>R |
| Others                | 41<br>5%   | 3<br>3%   | 5<br>4%   | 4<br>2%    | 11<br>8%        | 11<br>9%<br>C    | 8<br>4%            | 15<br>5%   | 18<br>6%       | 21<br>5%         | 20<br>4%   | 12<br>3%       | 6<br>4%       | 5<br>8%        | 5<br>9%     | 2<br>6%              | 12<br>5%    | 18<br>4%               | 24<br>6%        |                 |
| Don't know/not given  | 173<br>20% | 12<br>12% | 9<br>6%   | 20<br>12%  | 34<br>24%<br>BC | 34<br>29%<br>BC  | 65<br>33%<br>ABC   | 20<br>9%   | 55<br>18%<br>G | 98<br>31%<br>GH  | 83<br>20%  | 91<br>20%      | 48<br>14%     | 33<br>25%<br>L | 10<br>14%   | 6<br>11%             | 6<br>19%    | 70<br>32%<br>LN        | 81<br>17%       | 92<br>25%<br>R  |
| Don't know (tick box) | 688<br>80% | 81<br>81% | 97<br>71% | 121<br>73% | 117<br>83%      | 97<br>82%        | 175<br>89%<br>BC   | 178<br>75% | 239<br>77%     | 271<br>86%<br>GH | 329<br>80% | 359<br>80%     | 265<br>75%    | 105<br>80%     | 56<br>83%   | 44<br>82%            | 28<br>85%   | 190<br>86%<br>L        | 370<br>76%      | 318<br>85%<br>R |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 49**  
**Q5 Name of company calling**  
**Base: All respondents**

|                       | Total                    | SEG        |            |            |                 | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|-----------------------|--------------------------|------------|------------|------------|-----------------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|                       |                          | AB<br>(T)  | C1<br>(U)  | C2<br>(V)  | DE<br>(W)       | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base       | <b>860</b>               | 245        | 260        | 158        | 196             | 505         | 354         | 143                              | 213          | 201        | 303          | 717                     | 626                               | 91            |
| Weighted Base         | <b>860</b>               | 246        | 258        | 156        | 199             | 504         | 355         | 146                              | 196          | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base        | <b>831</b>               | 247        | 264        | 164        | 162             | 511         | 321         | 129                              | 195          | 196        | 313          | 703                     | 605                               | 98            |
| Company type provided | <b>227</b><br><b>26%</b> | 68<br>28%  | 74<br>29%  | 41<br>26%  | 44<br>22%       | 142<br>28%  | 85<br>24%   | 31<br>21%                        | 55<br>28%    | 58<br>27%  | 83<br>27%    | 195<br>27%              | 168<br>28%                        | 27<br>26%     |
| Company name provided | <b>452</b><br><b>53%</b> | 139<br>57% | 130<br>51% | 74<br>47%  | 108<br>54%      | 270<br>53%  | 182<br>51%  | 84<br>57%                        | 96<br>49%    | 118<br>56% | 154<br>50%   | 368<br>52%              | 322<br>53%                        | 46<br>45%     |
| Others                | <b>41</b><br><b>5%</b>   | 15<br>6%   | 14<br>5%   | 7<br>5%    | 5<br>3%         | 29<br>6%    | 13<br>4%    | 5<br>4%                          | 9<br>5%      | 10<br>5%   | 17<br>5%     | 36<br>5%                | 27<br>4%                          | 9<br>9%       |
| Don't know/not given  | <b>173</b><br><b>20%</b> | 56<br>23%  | 51<br>20%  | 27<br>17%  | 38<br>19%       | 107<br>21%  | 65<br>18%   | 36<br>25%                        | 34<br>17%    | 39<br>18%  | 64<br>21%    | 137<br>19%              | 117<br>19%                        | 20<br>20%     |
| Don't know (tick box) | <b>688</b><br><b>80%</b> | 195<br>79% | 195<br>76% | 125<br>80% | 172<br>87%<br>U | 390<br>77%  | 297<br>84%  | 120<br>82%                       | 160<br>81%   | 168<br>79% | 240<br>79%   | 567<br>79%              | 492<br>81%                        | 75<br>73%     |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 50**  
**Q5 Name of company calling**  
**Base: All respondents**

|                       | Total      | Type of call     |                    |                            |                 |                    | No. calls before answer |            |                 |
|-----------------------|------------|------------------|--------------------|----------------------------|-----------------|--------------------|-------------------------|------------|-----------------|
|                       |            | Silent (A)       | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)  | Other (E)          | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)          |
| Unweighted Base       | 860        | 518              | 140                | 433                        | 606             | 221                | 413                     | 681        | 324             |
| Weighted Base         | 860        | 519              | 150                | 443                        | 602             | 217                | 411                     | 679        | 326             |
| Effective Base        | 831        | 422              | 109                | 354                        | 502             | 185                | 335                     | 560        | 260             |
| Company type provided | 227<br>26% | 185<br>36%       | 43<br>28%          | 151<br>34%                 | 216<br>36%      | 109<br>50%<br>ABCD | 156<br>38%<br>G         | 221<br>33% | 112<br>34%      |
| Company name provided | 452<br>53% | 334<br>64%       | 106<br>70%         | 297<br>67%                 | 430<br>71%<br>A | 179<br>82%<br>ABCD | 298<br>72%<br>G         | 434<br>64% | 224<br>69%      |
| Others                | 41<br>5%   | 32<br>6%         | 16<br>11%          | 29<br>7%                   | 37<br>6%        | 22<br>10%          | 29<br>7%                | 38<br>6%   | 21<br>6%        |
| Don't know/not given  | 173<br>20% | 152<br>29%       | 39<br>26%          | 123<br>28%                 | 161<br>27%      | 76<br>35%<br>D     | 105<br>26%              | 165<br>24% | 99<br>30%<br>G  |
| Don't know (tick box) | 688<br>80% | 514<br>99%<br>DE | 146<br>98%         | 436<br>98%<br>DE           | 554<br>92%      | 205<br>94%         | 399<br>97%<br>G         | 631<br>93% | 320<br>98%<br>G |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 51**  
**Q6 Phone number of caller**  
**Base: All Calls**

| Total                                | Age         |               |                  |                   |                   |                 | Grouped Age       |                 |                 | Gender           |                  | Working status  |                 |                  |                  |                      |                        | Grouped working status |                 |                  |
|--------------------------------------|-------------|---------------|------------------|-------------------|-------------------|-----------------|-------------------|-----------------|-----------------|------------------|------------------|-----------------|-----------------|------------------|------------------|----------------------|------------------------|------------------------|-----------------|------------------|
|                                      | 16-24 (A)   | 25-34 (B)     | 35-44 (C)        | 45-54 (D)         | 55-64 (E)         | 65+ (F)         | 16-34 (G)         | 35-54 (H)       | 55+ (I)         | Male (J)         | Female (K)       | Full time (L)   | Part time (M)   | Homemaker (N)    | Student (O)      | Temp not working (P) | Retired (Q)            | Working (R)            | Not working (S) |                  |
| Unweighted Base                      | 7325        | 304           | 682              | 977               | 1268              | 1439            | 2655              | 986             | 2245            | 4094             | 3506             | 3819            | 2034            | 888              | 795              | 107                  | 615                    | 2886                   | 2922            | 4403             |
| Weighted Base                        | 7278        | 565           | 617              | 880               | 1165              | 1361            | 2690              | 1182            | 2045            | 4051             | 3750             | 3529            | 2139            | 957              | 642              | 320                  | 284                    | 2937                   | 3096            | 4183             |
| Effective Base                       | 6004        | 244           | 624              | 870               | 1139              | 1159            | 2246              | 727             | 2009            | 3405             | 2785             | 3299            | 1787            | 862              | 764              | 104                  | 523                    | 2448                   | 2646            | 3363             |
| Number given                         | 2842<br>39% | 204<br>36%    | 213<br>35%       | 317<br>36%        | 522<br>45%<br>BCE | 491<br>36%      | 1095<br>41%<br>BE | 417<br>35%      | 839<br>41%<br>G | 1586<br>39%      | 1451<br>39%      | 1390<br>39%     | 771<br>36%      | 361<br>38%       | 271<br>42%<br>L  | 120<br>38%           | 102<br>36%             | 1216<br>41%<br>L       | 1132<br>37%     | 1709<br>41%<br>R |
| Don't know/ withheld/<br>unavailable | 128<br>2%   | -<br>-        | 5<br>1%          | 9<br>1%           | 20<br>2%          | 27<br>2%        | 67<br>2%<br>A     | 5<br>-          | 29<br>1%        | 94<br>2%<br>G    | 69<br>2%         | 60<br>2%        | 23<br>1%        | 21<br>2%         | 13<br>2%         | -                    | 4<br>1%                | 67<br>2%<br>L          | 44<br>1%        | 84<br>2%         |
| NET number not given                 | 128<br>2%   | -<br>-        | 5<br>1%          | 9<br>1%           | 20<br>2%          | 27<br>2%        | 67<br>2%<br>A     | 5<br>-          | 29<br>1%        | 94<br>2%<br>G    | 69<br>2%         | 60<br>2%        | 23<br>1%        | 21<br>2%         | 13<br>2%         | -                    | 4<br>1%                | 67<br>2%<br>L          | 44<br>1%        | 84<br>2%         |
| Number not available (tick<br>box)   | 1465<br>20% | 104<br>18%    | 158<br>26%<br>EF | 230<br>26%<br>DEF | 246<br>21%<br>F   | 261<br>19%      | 466<br>17%        | 263<br>22%<br>I | 476<br>23%<br>I | 726<br>18%       | 700<br>19%       | 765<br>22%<br>J | 471<br>22%<br>Q | 235<br>25%<br>NQ | 116<br>18%       | 53<br>17%            | 89<br>31%<br>LMNO<br>Q | 502<br>17%             | 706<br>23%<br>S | 759<br>18%       |
| International number (tick<br>box)   | 388<br>5%   | 43<br>8%      | 25<br>4%         | 56<br>6%          | 59<br>5%          | 92<br>7%<br>F   | 114<br>4%         | 68<br>6%        | 114<br>6%       | 206<br>5%        | 174<br>5%        | 214<br>6%       | 101<br>5%<br>P  | 51<br>5%<br>P    | 58<br>9%<br>LMPQ | 15<br>5%             | 5<br>2%                | 157<br>5%<br>P         | 153<br>5%       | 236<br>6%        |
| Number withheld (tick box)           | 2106<br>29% | 177<br>31%    | 189<br>31%<br>C  | 215<br>24%        | 295<br>25%        | 404<br>30%<br>C | 825<br>31%<br>CD  | 366<br>31%<br>H | 510<br>25%      | 1229<br>30%<br>H | 1159<br>31%<br>K | 946<br>27%      | 648<br>30%<br>N | 259<br>27%       | 157<br>25%       | 106<br>33%           | 77<br>27%              | 858<br>29%             | 907<br>29%      | 1199<br>29%      |
| Don't know/ No Answer                | 367<br>5%   | 37<br>7%<br>D | 26<br>4%<br>D    | 54<br>6%<br>D     | 23<br>2%          | 89<br>7%<br>D   | 138<br>5%<br>D    | 63<br>5%        | 77<br>4%        | 226<br>6%<br>H   | 205<br>5%        | 162<br>5%       | 124<br>6%<br>MP | 30<br>3%         | 27<br>4%         | 26<br>8%             | 6<br>2%                | 153<br>5%<br>P         | 154<br>5%       | 213<br>5%        |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 51**  
**Q6 Phone number of caller**  
**Base: All Calls**

|                                      | Total                     | SEG              |            |               |                 | Grouped SEG    |                | Region                           |                    |                  |                 |                         |                                   |                    |
|--------------------------------------|---------------------------|------------------|------------|---------------|-----------------|----------------|----------------|----------------------------------|--------------------|------------------|-----------------|-------------------------|-----------------------------------|--------------------|
|                                      |                           | AB<br>(T)        | C1<br>(U)  | C2<br>(V)     | DE<br>(W)       | ABC1<br>(X)    | C2DE<br>(Y)    | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)       | Mid<br>(b)       | South<br>(c)    | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f)      |
| Unweighted Base                      | <b>7325</b>               | 2062             | 2162       | 1276          | 1819            | 4224           | 3095           | 1568                             | 1783               | 1505             | 2469            | 5757                    | 5099                              | 658                |
| Weighted Base                        | <b>7278</b>               | 1968             | 2089       | 1267          | 1949            | 4057           | 3216           | 1644                             | 1627               | 1575             | 2432            | 5634                    | 4894                              | 741                |
| Effective Base                       | <b>6004</b>               | 1829             | 1812       | 1049          | 1375            | 3637           | 2409           | 1157                             | 1543               | 1255             | 2116            | 4893                    | 4388                              | 532                |
| Number given                         | <b>2842</b><br><b>39%</b> | 781<br>40%       | 802<br>38% | 508<br>40%    | 748<br>38%      | 1583<br>39%    | 1255<br>39%    | 575<br>35%                       | 701<br>43%<br>Zcdf | 663<br>42%<br>Zc | 902<br>37%      | 2266<br>40%<br>Zc       | 2002<br>41%<br>Zcd                | 264<br>36%         |
| Don't know/ withheld/<br>unavailable | <b>128</b><br><b>2%</b>   | 21<br>1%         | 36<br>2%   | 32<br>3%<br>T | 39<br>2%        | 57<br>1%       | 72<br>2%       | 27<br>2%                         | 26<br>2%           | 39<br>2%         | 36<br>1%        | 101<br>2%               | 91<br>2%                          | 10<br>1%           |
| NET number not given                 | <b>128</b><br><b>2%</b>   | 21<br>1%         | 36<br>2%   | 32<br>3%<br>T | 39<br>2%        | 57<br>1%       | 72<br>2%       | 27<br>2%                         | 26<br>2%           | 39<br>2%         | 36<br>1%        | 101<br>2%               | 91<br>2%                          | 10<br>1%           |
| Number not available (tick<br>box)   | <b>1465</b><br><b>20%</b> | 375<br>19%       | 427<br>20% | 268<br>21%    | 395<br>20%      | 802<br>20%     | 663<br>21%     | 288<br>18%                       | 309<br>19%         | 323<br>21%       | 545<br>22%<br>Z | 1177<br>21%<br>Z        | 1032<br>21%<br>Z                  | 145<br>20%         |
| International number (tick<br>box)   | <b>388</b><br><b>5%</b>   | 149<br>8%<br>UVW | 95<br>5%   | 49<br>4%      | 93<br>5%        | 244<br>6%<br>Y | 142<br>4%      | 81<br>5%                         | 86<br>5%           | 72<br>5%         | 150<br>6%<br>f  | 307<br>5%               | 280<br>6%                         | 27<br>4%           |
| Number withheld (tick box)           | <b>2106</b><br><b>29%</b> | 570<br>29%       | 635<br>30% | 354<br>28%    | 547<br>28%      | 1204<br>30%    | 900<br>28%     | 566<br>34%<br>abcd<br>e          | 447<br>27%         | 407<br>26%       | 684<br>28%      | 1539<br>27%             | 1317<br>27%                       | 222<br>30%         |
| Don't know/ No Answer                | <b>367</b><br><b>5%</b>   | 75<br>4%         | 96<br>5%   | 61<br>5%      | 135<br>7%<br>TU | 170<br>4%      | 196<br>6%<br>X | 115<br>7%<br>acde                | 59<br>4%           | 77<br>5%<br>e    | 116<br>5%<br>e  | 252<br>4%<br>e          | 179<br>4%                         | 72<br>10%<br>abcde |



**Table 52**  
**Q6 Phone number of caller**  
**Base: All Calls**

|                                   | Total       | Type of call     |                    |                            |                    |                   | No. calls before answer |                  |            |
|-----------------------------------|-------------|------------------|--------------------|----------------------------|--------------------|-------------------|-------------------------|------------------|------------|
|                                   |             | Silent (A)       | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)     | Other (E)         | 1 to 2 (F)              | 3 to 5 (G)       | 6+ (H)     |
| Unweighted Base                   | 7325        | 2346             | 261                | 1384                       | 2652               | 594               | 1687                    | 4242             | 1201       |
| Weighted Base                     | 7278        | 2298             | 301                | 1416                       | 2576               | 571               | 1625                    | 4205             | 1250       |
| Effective Base                    | 6004        | 1954             | 191                | 1113                       | 2206               | 486               | 1431                    | 3463             | 953        |
| Number given                      | 2842<br>39% | 757<br>33%       | 88<br>29%          | 410<br>29%                 | 1249<br>48%<br>ABC | 274<br>48%<br>ABC | 621<br>38%              | 1695<br>40%<br>H | 441<br>35% |
| Don't know/ withheld/ unavailable | 128<br>2%   | 35<br>2%         | 1                  | 14<br>1%                   | 53<br>2%           | 19<br>3%<br>AC    | 30<br>2%                | 76<br>2%         | 19<br>2%   |
| NET number not given              | 128<br>2%   | 35<br>2%         | 1                  | 14<br>1%                   | 53<br>2%           | 19<br>3%<br>AC    | 30<br>2%                | 76<br>2%         | 19<br>2%   |
| Number not available (tick box)   | 1465<br>20% | 509<br>22%<br>BD | 41<br>14%          | 371<br>26%<br>BDE          | 413<br>16%         | 114<br>20%        | 327<br>20%              | 842<br>20%       | 254<br>20% |
| International number (tick box)   | 388<br>5%   | 151<br>7%<br>CD  | 15<br>5%           | 59<br>4%                   | 118<br>5%          | 39<br>7%          | 95<br>6%                | 224<br>5%        | 59<br>5%   |
| Number withheld (tick box)        | 2106<br>29% | 712<br>31%<br>DE | 133<br>44%<br>ADE  | 493<br>35%<br>DE           | 629<br>24%         | 116<br>20%        | 472<br>29%              | 1189<br>28%      | 405<br>32% |
| Don't know/ No Answer             | 367<br>5%   | 141<br>6%<br>E   | 23<br>7%<br>E      | 71<br>5%<br>E              | 117<br>5%<br>E     | 10<br>2%          | 81<br>5%                | 192<br>5%        | 73<br>6%   |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 53**  
**Q8 Feeling about calls**  
**Base: All calls**

| Total            | Age                       |                   |                   |                   |                  |                     | Grouped Age       |                  |                | Gender      |                 | Working status |                  |                  |                |                      |                 | Grouped working status |                  |                 |
|------------------|---------------------------|-------------------|-------------------|-------------------|------------------|---------------------|-------------------|------------------|----------------|-------------|-----------------|----------------|------------------|------------------|----------------|----------------------|-----------------|------------------------|------------------|-----------------|
|                  | 16-24 (A)                 | 25-34 (B)         | 35-44 (C)         | 45-54 (D)         | 55-64 (E)        | 65+ (F)             | 16-34 (G)         | 35-54 (H)        | 55+ (I)        | Male (J)    | Female (K)      | Full time (L)  | Part time (M)    | Homemaker (N)    | Student (O)    | Temp not working (P) | Retired (Q)     | Working (R)            | Not working (S)  |                 |
| Unweighted Base  | <b>7325</b>               | 304               | 682               | 977               | 1268             | 1439                | 2655              | 986              | 2245           | 4094        | 3506            | 3819           | 2034             | 888              | 795            | 107                  | 615             | 2886                   | 2922             | 4403            |
| Weighted Base    | <b>7278</b>               | 565               | 617               | 880               | 1165             | 1361                | 2690              | 1182             | 2045           | 4051        | 3750            | 3529           | 2139             | 957              | 642            | 320                  | 284             | 2937                   | 3096             | 4183            |
| Effective Base   | <b>6004</b>               | 244               | 624               | 870               | 1139             | 1159                | 2246              | 727              | 2009           | 3405        | 2785            | 3299           | 1787             | 862              | 764            | 104                  | 523             | 2448                   | 2646             | 3363            |
| Annoying         | <b>5854</b><br><b>80%</b> | 444<br>79%        | 493<br>80%        | 688<br>78%        | 964<br>83%<br>CF | 1171<br>86%<br>ABCF | 2093<br>78%       | 938<br>79%       | 1653<br>81%    | 3264<br>81% | 2969<br>79%     | 2885<br>82%    | 1770<br>83%<br>Q | 791<br>83%<br>Q  | 520<br>81%     | 240<br>75%           | 240<br>85%<br>Q | 2292<br>78%            | 2561<br>83%<br>S | 3293<br>79%     |
| Distressing      | <b>373</b><br><b>5%</b>   | 62<br>11%<br>CDEF | 69<br>11%<br>CDEF | 52<br>6%<br>EF    | 59<br>5%         | 41<br>3%            | 90<br>3%          | 132<br>11%<br>HI | 111<br>5%<br>I | 130<br>3%   | 162<br>4%       | 211<br>6%<br>J | 100<br>5%        | 95<br>10%<br>LNQ | 23<br>4%       | 38<br>12%<br>LNQ     | 16<br>5%        | 102<br>3%              | 195<br>6%<br>S   | 178<br>4%       |
| Useful           | <b>76</b><br><b>1%</b>    | 5<br>1%           | 7<br>1%           | 16<br>2%          | 9<br>1%          | 11<br>1%            | 29<br>1%          | 12<br>1%         | 24<br>1%       | 40<br>1%    | 40<br>1%        | 36<br>1%       | 29<br>1%         | 5<br>1%          | 5<br>1%        | 3<br>1%              | 2<br>1%         | 32<br>1%               | 34<br>1%         | 42<br>1%        |
| Not a problem    | <b>884</b><br><b>12%</b>  | 72<br>13%         | 58<br>9%          | 115<br>13%<br>E   | 118<br>10%       | 104<br>8%           | 417<br>15%<br>BDE | 130<br>11%       | 233<br>11%     | 521<br>13%  | 510<br>14%<br>K | 375<br>11%     | 229<br>11%       | 81<br>8%         | 77<br>12%      | 43<br>14%            | 28<br>10%       | 427<br>15%<br>LMP      | 309<br>10%       | 575<br>14%<br>R |
| Don't know       | <b>195</b><br><b>3%</b>   | 12<br>2%          | 9<br>1%           | 20<br>2%          | 30<br>3%         | 38<br>3%            | 87<br>3%          | 21<br>2%         | 49<br>2%       | 125<br>3%   | 90<br>2%        | 105<br>3%      | 31<br>1%         | 23<br>2%         | 19<br>3%<br>L  | 11<br>3%             | 3<br>1%         | 109<br>4%<br>LP        | 54<br>2%         | 142<br>3%<br>R  |
| No answer        | <b>100</b><br><b>1%</b>   | 4<br>1%           | 12<br>2%<br>F     | 23<br>3%<br>F     | 20<br>2%         | 21<br>2%            | 20<br>1%          | 16<br>1%         | 43<br>2%<br>I  | 41<br>1%    | 46<br>1%        | 54<br>2%       | 48<br>2%<br>MQ   | 5<br>1%          | 7<br>1%        | 3<br>1%              | 7<br>2%<br>MQ   | 30<br>1%               | 53<br>2%         | 46<br>1%        |
| NET Any negative | <b>6052</b><br><b>83%</b> | 475<br>84%        | 537<br>87%<br>CF  | 708<br>80%        | 997<br>86%<br>CF | 1188<br>87%<br>CF   | 2146<br>80%       | 1012<br>86%      | 1705<br>83%    | 3334<br>82% | 3079<br>82%     | 2973<br>84%    | 1815<br>85%<br>Q | 846<br>88%<br>NQ | 536<br>83%     | 263<br>82%           | 245<br>86%<br>Q | 2347<br>80%            | 2661<br>86%<br>S | 3391<br>81%     |
| NET Any positive | <b>949</b><br><b>13%</b>  | 77<br>14%         | 63<br>10%         | 131<br>15%<br>BDE | 124<br>11%       | 114<br>8%           | 440<br>16%<br>BDE | 141<br>12%       | 255<br>12%     | 554<br>14%  | 543<br>14%<br>K | 406<br>12%     | 253<br>12%       | 84<br>9%         | 82<br>13%<br>M | 47<br>15%            | 30<br>11%       | 453<br>15%<br>LMP      | 337<br>11%       | 612<br>15%<br>R |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
*Overlap formulae used.*  
*Prepared by GfK NOP on behalf of Ofcom*





**Table 53**  
**Q8 Feeling about calls**  
**Base: All calls**

|                  | Total                     | SEG                |                 |             |                 | Grouped SEG      |                | Region                           |              |             |                 |                         |                                   |                    |
|------------------|---------------------------|--------------------|-----------------|-------------|-----------------|------------------|----------------|----------------------------------|--------------|-------------|-----------------|-------------------------|-----------------------------------|--------------------|
|                  |                           | AB<br>(T)          | C1<br>(U)       | C2<br>(V)   | DE<br>(W)       | ABC1<br>(X)      | C2DE<br>(Y)    | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b)  | South<br>(c)    | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f)      |
| Unweighted Base  | <b>7325</b>               | 2062               | 2162            | 1276        | 1819            | 4224             | 3095           | 1568                             | 1783         | 1505        | 2469            | 5757                    | 5099                              | 658                |
| Weighted Base    | <b>7278</b>               | 1968               | 2089            | 1267        | 1949            | 4057             | 3216           | 1644                             | 1627         | 1575        | 2432            | 5634                    | 4894                              | 741                |
| Effective Base   | <b>6004</b>               | 1829               | 1812            | 1049        | 1375            | 3637             | 2409           | 1157                             | 1543         | 1255        | 2116            | 4893                    | 4388                              | 532                |
| Annoying         | <b>5854</b><br><b>80%</b> | 1657<br>UVW<br>84% | 1684<br>81%     | 990<br>78%  | 1516<br>78%     | 3341<br>Y<br>82% | 2507<br>78%    | 1296<br>79%                      | 1344<br>83%  | 1278<br>81% | 1937<br>80%     | 4558<br>81%             | 3940<br>81%                       | 618<br>83%         |
| Distressing      | <b>373</b><br><b>5%</b>   | 94<br>5%           | 101<br>5%       | 68<br>5%    | 110<br>6%       | 195<br>5%        | 178<br>6%      | 52<br>3%                         | 82<br>5%     | 80<br>5%    | 159<br>7%<br>Ze | 321<br>6%<br>Ze         | 252<br>5%<br>Z                    | 68<br>9%<br>Zabcde |
| Useful           | <b>76</b><br><b>1%</b>    | 17<br>1%           | 19<br>1%        | 11<br>1%    | 29<br>1%        | 36<br>1%         | 40<br>1%       | 9<br>1%                          | 22<br>1%     | 19<br>1%    | 26<br>1%        | 67<br>1%                | 63<br>1%                          | 4<br>1%            |
| Not a problem    | <b>884</b><br><b>12%</b>  | 204<br>10%         | 279<br>13%<br>T | 149<br>12%  | 253<br>13%      | 483<br>12%       | 402<br>12%     | 256<br>16%<br>abcd<br>ef         | 177<br>11%   | 158<br>10%  | 293<br>12%      | 628<br>11%              | 560<br>11%                        | 68<br>9%           |
| Don't know       | <b>195</b><br><b>3%</b>   | 41<br>2%           | 45<br>2%        | 47<br>4%    | 63<br>3%        | 86<br>2%         | 109<br>3%<br>X | 36<br>2%                         | 38<br>2%     | 57<br>4%    | 64<br>3%        | 159<br>3%               | 142<br>3%                         | 17<br>2%           |
| No answer        | <b>100</b><br><b>1%</b>   | 18<br>1%           | 31<br>1%        | 26<br>2%    | 25<br>1%        | 49<br>1%         | 51<br>2%       | 15<br>1%                         | 22<br>1%     | 24<br>2%    | 39<br>2%        | 85<br>2%                | 77<br>2%                          | 8<br>1%            |
| NET Any negative | <b>6052</b><br><b>83%</b> | 1700<br>UVW<br>86% | 1722<br>82%     | 1038<br>82% | 1585<br>81%     | 3423<br>Y<br>84% | 2623<br>82%    | 1330<br>81%                      | 1378<br>85%  | 1320<br>84% | 2024<br>83%     | 4722<br>e<br>84%        | 4077<br>83%                       | 645<br>87%<br>Zc   |
| NET Any positive | <b>949</b><br><b>13%</b>  | 216<br>11%         | 293<br>14%<br>T | 159<br>13%  | 281<br>14%<br>T | 509<br>13%       | 440<br>14%     | 266<br>16%<br>abcd<br>ef         | 195<br>12%   | 176<br>11%  | 312<br>13%<br>f | 684<br>12%              | 613<br>13%                        | 71<br>10%          |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
*Overlap formulae used.*  
*Prepared by GfK NOP on behalf of Ofcom*



**Table 54**  
**Q8 Feeling about calls**  
**Base: All calls**

|                  | Total       | Type of call       |                    |                            |                   |                | No. calls before answer |                  |                  |
|------------------|-------------|--------------------|--------------------|----------------------------|-------------------|----------------|-------------------------|------------------|------------------|
|                  |             | Silent (A)         | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)    | Other (E)      | 1 to 2 (F)              | 3 to 5 (G)       | 6+ (H)           |
| Unweighted Base  | 7325        | 2346               | 261                | 1384                       | 2652              | 594            | 1687                    | 4242             | 1201             |
| Weighted Base    | 7278        | 2298               | 301                | 1416                       | 2576              | 571            | 1625                    | 4205             | 1250             |
| Effective Base   | 6004        | 1954               | 191                | 1113                       | 2206              | 486            | 1431                    | 3463             | 953              |
| Annoying         | 5854<br>80% | 1980<br>86%<br>DE  | 247<br>82%         | 1179<br>83%<br>DE          | 1915<br>74%       | 443<br>78%     | 1252<br>77%             | 3417<br>81%<br>F | 1046<br>84%<br>F |
| Distressing      | 373<br>5%   | 155<br>7%<br>C     | 11<br>4%           | 29<br>2%                   | 139<br>5%<br>C    | 33<br>6%<br>C  | 101<br>6%               | 197<br>5%        | 69<br>6%         |
| Useful           | 76<br>1%    | -                  | 4<br>1%<br>A       | 8<br>1%<br>A               | 59<br>2%<br>AC    | 5<br>1%<br>A   | 23<br>1%                | 44<br>1%         | 9<br>1%          |
| Not a problem    | 884<br>12%  | 138<br>6%          | 28<br>9%           | 175<br>12%<br>A            | 454<br>18%<br>ABC | 86<br>15%<br>A | 251<br>15%<br>GH        | 503<br>12%<br>H  | 112<br>9%        |
| Don't know       | 195<br>3%   | 64<br>3%           | 7<br>2%            | 28<br>2%                   | 63<br>2%          | 18<br>3%       | 37<br>2%                | 95<br>2%         | 41<br>3%         |
| No answer        | 100<br>1%   | 43<br>2%<br>D      | 9<br>3%<br>D       | 21<br>1%                   | 18<br>1%          | 6<br>1%        | 18<br>1%                | 50<br>1%         | 16<br>1%         |
| NET Any negative | 6052<br>83% | 2056<br>89%<br>CDE | 254<br>84%         | 1192<br>84%<br>D           | 2000<br>78%       | 457<br>80%     | 1305<br>80%             | 3529<br>84%<br>F | 1077<br>86%<br>F |
| NET Any positive | 949<br>13%  | 138<br>6%          | 32<br>11%          | 182<br>13%<br>A            | 503<br>20%<br>ABC | 90<br>16%<br>A | 270<br>17%<br>GH        | 541<br>13%<br>H  | 119<br>10%       |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
Prepared by GfK NOP on behalf of Ofcom



Table 55

Q9 Other comments

Base: All respondents

| Total  | Age        |           |           |               |                |                 | Grouped Age       |           |                 | Gender          |                 | Working status  |               |               |                |                      |              | Grouped working status |                 |                 |
|--|------------|-----------|-----------|---------------|----------------|-----------------|-------------------|-----------|-----------------|-----------------|-----------------|-----------------|---------------|---------------|----------------|----------------------|--------------|------------------------|-----------------|-----------------|
|  | 16-24 (A)  | 25-34 (B) | 35-44 (C) | 45-54 (D)     | 55-64 (E)      | 65+ (F)         | 16-34 (G)         | 35-54 (H) | 55+ (I)         | Male (J)        | Female (K)      | Full time (L)   | Part time (M) | Homemaker (N) | Student (O)    | Temp not working (P) | Retired (Q)  | Working (R)            | Not working (S) |                 |
| Unweighted Base  | 860        | 58        | 147       | 176           | 157            | 132             | 190               | 205       | 333             | 322             | 400             | 460             | 352           | 121           | 76             | 19                   | 75           | 217                    | 473             | 387             |
| Weighted Base  | 860        | 99*       | 138       | 167           | 142            | 118             | 196               | 237       | 309             | 314             | 410             | 450             | 353           | 131           | 67*            | 53**                 | 33*          | 221                    | 485             | 375             |
| Effective Base   | 831        | 54        | 179       | 198           | 154            | 126             | 176               | 194       | 351             | 300             | 373             | 461             | 391           | 133           | 83             | 22                   | 75           | 204                    | 523             | 319             |
| Scam call  | 153<br>18% | 7<br>7%   | 19<br>14% | 24<br>14%     | 27<br>19%      | 27<br>23%<br>A  | 49<br>25%<br>ABC  | 26<br>11% | 51<br>16%       | 76<br>24%<br>G  | 84<br>20%       | 69<br>15%       | 53<br>15%     | 28<br>21%     | 9<br>14%       | 3<br>6%              | 6<br>18%     | 53<br>24%<br>L         | 81<br>17%       | 72<br>19%       |
| Time wasting   | 220<br>26% | 30<br>30% | 29<br>21% | 30<br>18%     | 40<br>28%      | 33<br>28%       | 60<br>31%<br>C    | 59<br>25% | 69<br>22%       | 92<br>29%       | 124<br>30%<br>K | 97<br>21%       | 78<br>22%     | 33<br>25%     | 17<br>25%      | 19<br>36%            | 9<br>28%     | 63<br>29%              | 112<br>23%      | 109<br>29%      |
| Silent calls / no reply                                  | 300<br>35% | 41<br>42% | 35<br>25% | 44<br>26%     | 46<br>33%      | 55<br>46%<br>BC | 79<br>40%<br>BC   | 77<br>32% | 90<br>29%       | 133<br>42%<br>H | 124<br>30%      | 176<br>39%<br>J | 101<br>29%    | 48<br>36%     | 32<br>47%<br>L | 19<br>36%            | 14<br>43%    | 85<br>39%              | 149<br>31%      | 151<br>40%<br>R |
| Unknown caller   | 85<br>10%  | 10<br>10% | 11<br>8%  | 12<br>7%      | 13<br>9%       | 16<br>14%       | 21<br>11%         | 22<br>9%  | 25<br>8%        | 37<br>12%       | 46<br>11%       | 38<br>9%        | 28<br>8%      | 16<br>12%     | 6<br>10%       | 3<br>6%              | 4<br>12%     | 27<br>12%              | 44<br>9%        | 40<br>11%       |
| Caller withheld number                                   | 52<br>6%   | 7<br>7%   | 5<br>4%   | 8<br>5%       | 6<br>4%        | 7<br>6%         | 18<br>9%          | 12<br>5%  | 14<br>5%        | 25<br>8%        | 26<br>6%        | 26<br>6%        | 19<br>5%      | 5<br>4%       | 4<br>6%        | 3<br>5%              | 3<br>8%      | 19<br>9%               | 24<br>5%        | 28<br>7%        |
| Disturbed unnecessarily / had to stop what I was doing   | 315<br>37% | 24<br>24% | 34<br>25% | 56<br>33%     | 57<br>40%<br>B | 45<br>38%       | 100<br>51%<br>ABC | 58<br>24% | 112<br>36%<br>G | 145<br>46%<br>G | 136<br>33%      | 179<br>40%      | 106<br>30%    | 48<br>37%     | 28<br>41%      | 9<br>17%             | 13<br>39%    | 112<br>50%<br>L        | 154<br>32%      | 161<br>43%<br>R |
| Where did they get my number from (name and address)     | 58<br>7%   | 3<br>3%   | 8<br>5%   | 13<br>8%      | 10<br>7%       | 9<br>8%         | 15<br>8%          | 11<br>5%  | 23<br>7%        | 24<br>8%        | 26<br>6%        | 32<br>7%        | 21<br>6%      | 13<br>10%     | 4<br>6%        | -                    | 4<br>12%     | 16<br>7%               | 34<br>7%        | 24<br>6%        |
| Caller hung up / answered the phone and you hear a click | 192<br>22% | 18<br>18% | 13<br>10% | 29<br>17%     | 35<br>25%<br>B | 34<br>29%<br>B  | 62<br>32%<br>BC   | 32<br>13% | 64<br>21%       | 96<br>31%<br>GH | 87<br>21%       | 105<br>23%      | 65<br>18%     | 26<br>20%     | 14<br>21%      | 9<br>16%             | 6<br>19%     | 72<br>32%<br>L         | 91<br>19%       | 101<br>27%<br>R |
| They should at least say 'Hello'                         | 11<br>1%   | -         | 1<br>1%   | 5<br>3%       | 2<br>2%        | 2<br>2%         | 2<br>1%           | 1<br>*    | 7<br>2%         | 4<br>1%         | 1<br>*          | 10<br>2%<br>J   | 2<br>1%       | 3<br>2%       | 3<br>5%<br>L   | -                    | 1<br>4%<br>L | 2<br>1%                | 5<br>1%         | 6<br>2%         |
| They asked for personal details / financial details      | 71<br>8%   | 6<br>6%   | 2<br>2%   | 13<br>8%<br>B | 10<br>7%       | 15<br>12%<br>B  | 25<br>13%<br>B    | 8<br>3%   | 24<br>8%        | 39<br>13%<br>G  | 35<br>9%        | 36<br>8%        | 17<br>5%      | 13<br>10%     | 6<br>9%        | 4<br>8%              | 2<br>7%      | 28<br>13%<br>L         | 30<br>6%        | 41<br>11%       |



Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom

**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

| Total   | Age                      |           |           |           |                |                   | Grouped Age       |           |                | Gender           |            | Working status |               |               |             |                      |             | Grouped working status |                 |                 |
|---|--------------------------|-----------|-----------|-----------|----------------|-------------------|-------------------|-----------|----------------|------------------|------------|----------------|---------------|---------------|-------------|----------------------|-------------|------------------------|-----------------|-----------------|
|   | 16-24 (A)                | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E)      | 65+ (F)           | 16-34 (G)         | 35-54 (H) | 55+ (I)        | Male (J)         | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |                 |
| Weighted Base   | <b>860</b>               | 99*       | 138       | 167       | 142            | 118               | 196               | 237       | 309            | 314              | 410        | 450            | 353           | 131           | 67*         | 53**                 | 33*         | 221                    | 485             | 375             |
| Effective Base  | <b>831</b>               | 54        | 179       | 198       | 154            | 126               | 176               | 194       | 351            | 300              | 373        | 461            | 391           | 133           | 83          | 22                   | 75          | 204                    | 523             | 319             |
| They try to sell you something / sales calls                | <b>138</b><br><b>16%</b> | 12<br>12% | 11<br>8%  | 22<br>13% | 27<br>19%<br>B | 22<br>19%<br>B    | 45<br>23%<br>B    | 23<br>10% | 48<br>16%      | 67<br>21%<br>G   | 65<br>16%  | 73<br>16%      | 51<br>14%     | 22<br>17%     | 7<br>11%    | 6<br>12%             | 5<br>16%    | 47<br>21%              | 73<br>15%       | 66<br>18%       |
| Insurance / PPI   | <b>122</b><br><b>14%</b> | 14<br>14% | 20<br>14% | 22<br>13% | 24<br>17%      | 21<br>18%         | 22<br>17%         | 34<br>14% | 46<br>15%      | 42<br>13%        | 56<br>14%  | 66<br>15%      | 49<br>14%     | 23<br>18%     | 8<br>13%    | 9<br>17%             | 5<br>15%    | 27<br>12%              | 72<br>15%       | 49<br>13%       |
| Not in when they called.                                    | <b>19</b><br><b>2%</b>   | -         | 1<br>1%   | 1         | 5<br>3%        | 4<br>3%           | 8<br>4%           | 1<br>1%   | 6<br>2%        | 12<br>4%         | 6<br>2%    | 12<br>3%       | 5<br>1%       | 5<br>4%       | -           | -                    | 1<br>2%     | 7<br>3%                | 10<br>2%        | 8<br>2%         |
| They do not listen to you when you say "I'm not interested" | <b>179</b><br><b>21%</b> | 14<br>14% | 14<br>10% | 30<br>18% | 36<br>25%<br>B | 37<br>32%<br>BC   | 48<br>25%<br>B    | 28<br>12% | 65<br>21%<br>G | 86<br>27%<br>G   | 85<br>21%  | 93<br>21%      | 64<br>18%     | 22<br>17%     | 18<br>27%   | 6<br>12%             | 7<br>22%    | 60<br>27%              | 86<br>18%       | 92<br>25%       |
| I didn't ask them to call                                   | <b>157</b><br><b>18%</b> | 17<br>17% | 16<br>12% | 24<br>14% | 35<br>25%<br>B | 32<br>27%<br>BC   | 34<br>17%         | 33<br>14% | 58<br>19%      | 66<br>21%        | 80<br>19%  | 77<br>17%      | 59<br>17%     | 25<br>19%     | 15<br>22%   | 10<br>20%            | 6<br>19%    | 42<br>19%              | 84<br>17%       | 73<br>20%       |
| They do not leave a message                                 | <b>21</b><br><b>2%</b>   | 6<br>6%   | 1         | 1         | 3<br>2%        | 5<br>4%           | 6<br>3%           | 6<br>3%   | 3<br>1%        | 11<br>4%         | 8<br>2%    | 13<br>3%       | 4<br>1%       | 3<br>2%       | 1<br>2%     | 6<br>11%             | 1<br>2%     | 6<br>3%                | 7<br>1%         | 14<br>4%        |
| Subject/product not relevant/of interest to me              | <b>283</b><br><b>33%</b> | 28<br>28% | 41<br>30% | 45<br>27% | 49<br>34%      | 40<br>34%         | 80<br>41%<br>C    | 68<br>29% | 94<br>31%      | 120<br>38%       | 122<br>30% | 161<br>36%     | 109<br>31%    | 36<br>28%     | 21<br>30%   | 22<br>42%            | 9<br>29%    | 85<br>39%              | 145<br>30%      | 138<br>37%      |
| Could not understand caller/ accent                         | <b>138</b><br><b>16%</b> | 7<br>7%   | 11<br>8%  | 16<br>10% | 19<br>14%      | 33<br>28%<br>ABCD | 51<br>26%<br>ABCD | 18<br>7%  | 36<br>12%      | 85<br>27%<br>GH  | 64<br>16%  | 74<br>16%      | 38<br>11%     | 15<br>12%     | 13<br>20%   | 6<br>11%             | 5<br>15%    | 60<br>27%<br>LM        | 53<br>11%       | 84<br>22%<br>R  |
| They keep phoning/have had many of these calls              | <b>345</b><br><b>40%</b> | 41<br>41% | 40<br>29% | 57<br>34% | 47<br>33%      | 58<br>49%<br>BCD  | 103<br>53%<br>BCD | 80<br>34% | 103<br>33%     | 161<br>51%<br>GH | 176<br>43% | 169<br>38%     | 112<br>32%    | 47<br>36%     | 27<br>40%   | 27<br>51%            | 14<br>43%   | 119<br>54%<br>LM       | 158<br>33%      | 187<br>50%<br>R |
| They weren't pushy/no hard sell/accepted not for an answer  | <b>57</b><br><b>7%</b>   | 5<br>5%   | 3<br>2%   | 13<br>8%  | 10<br>7%       | 11<br>9%<br>B     | 15<br>8%          | 8<br>3%   | 23<br>7%       | 26<br>8%         | 25<br>6%   | 33<br>7%       | 17<br>5%      | 7<br>5%       | 7<br>10%    | 3<br>6%              | 3<br>8%     | 21<br>9%               | 24<br>5%        | 33<br>9%        |
| It was a recorded message                                   | <b>153</b><br><b>18%</b> | 11<br>11% | 23<br>17% | 21<br>13% | 33<br>23%      | 25<br>22%         | 40<br>20%         | 34<br>14% | 54<br>17%      | 65<br>21%        | 64<br>16%  | 90<br>20%      | 59<br>17%     | 27<br>21%     | 15<br>22%   | 3<br>6%              | 5<br>15%    | 44<br>20%              | 86<br>18%       | 67<br>18%       |

**Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by GfK NOP on behalf of Ofcom**



**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

| Total  | Age        |           |           |           |                |                 | Grouped Age    |           |            | Gender           |            | Working status |               |                |                |                      |               | Grouped working status |                 |                 |
|--|------------|-----------|-----------|-----------|----------------|-----------------|----------------|-----------|------------|------------------|------------|----------------|---------------|----------------|----------------|----------------------|---------------|------------------------|-----------------|-----------------|
|  | 16-24 (A)  | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E)      | 65+ (F)         | 16-34 (G)      | 35-54 (H) | 55+ (I)    | Male (J)         | Female (K) | Full time (L)  | Part time (M) | Homemaker (N)  | Student (O)    | Temp not working (P) | Retired (Q)   | Working (R)            | Not working (S) |                 |
| Weighted Base  | 860        | 99*       | 138       | 167       | 142            | 118             | 196            | 237       | 309        | 314              | 410        | 450            | 353           | 131            | 67*            | 53**                 | 33*           | 221                    | 485             | 375             |
| Effective Base   | 831        | 54        | 179       | 198       | 154            | 126             | 176            | 194       | 351        | 300              | 373        | 461            | 391           | 133            | 83             | 22                   | 75            | 204                    | 523             | 319             |
| Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.) | 151<br>18% | 16<br>16% | 22<br>16% | 21<br>12% | 27<br>19%      | 24<br>21%       | 41<br>21%      | 38<br>16% | 48<br>15%  | 66<br>21%        | 68<br>17%  | 83<br>18%      | 48<br>14%     | 22<br>17%      | 15<br>22%      | 9<br>17%             | 4<br>12%      | 52<br>24%<br>L         | 70<br>15%       | 81<br>22%<br>R  |
| Wrong number/name  | 59<br>7%   | 9<br>9%   | 8<br>6%   | 7<br>4%   | 13<br>9%       | 7<br>6%         | 15<br>7%       | 17<br>7%  | 20<br>6%   | 22<br>7%         | 28<br>7%   | 30<br>7%       | 13<br>4%      | 14<br>11%<br>L | 6<br>9%        | 6<br>12%             | 4<br>11%<br>L | 16<br>7%               | 27<br>6%        | 32<br>8%        |
| Invasion of privacy/ intrusive   | 31<br>4%   | 1<br>1%   | 6<br>4%   | 2<br>1%   | 4<br>3%        | 10<br>8%<br>C   | 8<br>4%        | 7<br>3%   | 6<br>2%    | 18<br>6%<br>H    | 17<br>4%   | 14<br>3%       | 10<br>3%      | 7<br>5%        | 2<br>3%        | -                    | 1<br>2%       | 12<br>5%               | 16<br>3%        | 15<br>4%        |
| Upsetting/distressing/ frightening   | 78<br>9%   | 15<br>15% | 10<br>7%  | 11<br>7%  | 13<br>9%       | 8<br>7%         | 20<br>10%      | 25<br>10% | 24<br>8%   | 29<br>9%         | 26<br>6%   | 51<br>11%      | 24<br>7%      | 13<br>10%      | 5<br>7%        | 9<br>17%             | 3<br>9%       | 24<br>11%              | 37<br>8%        | 41<br>11%       |
| Irritating/frustrating/ annoying/nuisance  | 326<br>38% | 43<br>43% | 36<br>27% | 50<br>30% | 53<br>37%      | 60<br>51%<br>BC | 84<br>43%<br>B | 79<br>34% | 103<br>33% | 144<br>46%<br>GH | 149<br>36% | 177<br>39%     | 108<br>31%    | 50<br>38%      | 31<br>46%<br>L | 23<br>43%            | 13<br>39%     | 102<br>46%<br>L        | 158<br>33%      | 168<br>45%<br>R |
| Caller was polite/courteous/ pleasant  | 58<br>7%   | 9<br>9%   | 3<br>2%   | 10<br>6%  | 9<br>6%        | 6<br>5%         | 22<br>11%<br>B | 11<br>5%  | 19<br>6%   | 28<br>9%         | 23<br>6%   | 36<br>8%       | 19<br>5%      | 5<br>4%        | 5<br>7%        | 6<br>11%             | 1<br>4%       | 22<br>10%              | 24<br>5%        | 34<br>9%        |
| Caller was rude/abusive/ swore at me   | 60<br>7%   | 11<br>11% | 5<br>4%   | 11<br>7%  | 11<br>8%       | 8<br>7%         | 15<br>7%       | 16<br>7%  | 22<br>7%   | 23<br>7%         | 34<br>8%   | 26<br>6%       | 22<br>6%      | 8<br>6%        | 5<br>7%        | 6<br>11%             | 3<br>10%      | 16<br>7%               | 31<br>6%        | 30<br>8%        |
| Why are they calling me?/I don't know why they are calling me                    | 57<br>7%   | 9<br>9%   | 5<br>4%   | 9<br>5%   | 11<br>8%       | 11<br>10%       | 11<br>6%       | 14<br>6%  | 21<br>7%   | 23<br>7%         | 29<br>7%   | 29<br>6%       | 21<br>6%      | 12<br>9%       | 1<br>1%        | 6<br>11%             | 4<br>12%<br>N | 13<br>6%               | 33<br>7%        | 24<br>6%        |
| I didn't answer the call/ I didn't pick up the phone                             | 16<br>2%   | -         | 1<br>1%   | 4<br>2%   | 4<br>3%        | 3<br>2%         | 5<br>2%        | 1         | 8<br>2%    | 7<br>2%          | 6<br>2%    | 10<br>2%       | 10<br>3%      | -              | 1<br>1%        | -                    | 1<br>1%       | 5<br>2%                | 10<br>2%        | 6<br>2%         |
| Phone blocked the call / I blocked the number                                    | 5<br>1%    | -         | 1<br>1%   | -         | 1<br>1%        | 2<br>2%         | 1<br>1%        | 1         | 1          | 3<br>1%          | 4<br>1%    | 1              | 4<br>1%       | -              | -              | -                    | 1<br>2%       | 1                      | 4<br>1%         | 2               |
| Pushy / pressurised  | 65<br>8%   | 6<br>6%   | 3<br>2%   | 10<br>6%  | 17<br>12%<br>B | 10<br>8%        | 19<br>10%<br>B | 9<br>4%   | 27<br>9%   | 29<br>9%         | 29<br>7%   | 37<br>8%       | 21<br>6%      | 11<br>8%       | 8<br>12%       | 4<br>8%              | 2<br>5%       | 20<br>9%               | 31<br>6%        | 34<br>9%        |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

| Total  | Age                     |           |           |           |               |                  | Grouped Age     |           |           | Gender          |            | Working status |               |               |              |                      |              | Grouped working status |                 |           |
|--|-------------------------|-----------|-----------|-----------|---------------|------------------|-----------------|-----------|-----------|-----------------|------------|----------------|---------------|---------------|--------------|----------------------|--------------|------------------------|-----------------|-----------|
|  | 16-24 (A)               | 25-34 (B) | 35-44 (C) | 45-54 (D) | 55-64 (E)     | 65+ (F)          | 16-34 (G)       | 35-54 (H) | 55+ (I)   | Male (J)        | Female (K) | Full time (L)  | Part time (M) | Homemaker (N) | Student (O)  | Temp not working (P) | Retired (Q)  | Working (R)            | Not working (S) |           |
| Weighted Base  | <b>860</b>              | 99*       | 138       | 167       | 142           | 118              | 196             | 237       | 309       | 314             | 410        | 450            | 353           | 231           | 67*          | 53**                 | 33*          | 221                    | 485             | 375       |
| Effective Base   | <b>831</b>              | 54        | 179       | 198       | 154           | 126              | 176             | 194       | 351       | 300             | 373        | 461            | 391           | 133           | 83           | 22                   | 75           | 204                    | 523             | 319       |
| Surveys / want me to complete a survey   | <b>64</b><br><b>7%</b>  | 3<br>3%   | 3<br>2%   | 11<br>6%  | 13<br>9%<br>B | 10<br>9%         | 24<br>12%<br>B  | 6<br>3%   | 24<br>8%  | 34<br>11%<br>G  | 31<br>8%   | 33<br>7%       | 21<br>6%      | 8<br>6%       | 6<br>10%     | 3<br>6%              | 2<br>5%      | 23<br>10%              | 29<br>6%        | 35<br>9%  |
| Refused to give their company name / number  | <b>57</b><br><b>7%</b>  | 4<br>4%   | 3<br>2%   | 2<br>1%   | 11<br>7%<br>C | 16<br>14%<br>BC  | 21<br>11%<br>BC | 7<br>3%   | 13<br>4%  | 37<br>12%<br>GH | 30<br>7%   | 28<br>6%       | 17<br>5%      | 8<br>6%       | 4<br>6%      | 3<br>6%              | 3<br>10%     | 23<br>10%              | 25<br>5%        | 33<br>9%  |
| Accident / trying to get me to make an insurance claims (when no need / no accident) | <b>94</b><br><b>11%</b> | 13<br>13% | 6<br>5%   | 12<br>7%  | 13<br>9%      | 22<br>19%<br>BC  | 28<br>14%<br>B  | 19<br>8%  | 25<br>8%  | 50<br>16%<br>GH | 39<br>9%   | 55<br>12%      | 25<br>7%      | 18<br>14%     | 7<br>10%     | 11<br>20%            | 4<br>12%     | 30<br>14%<br>L         | 43<br>9%        | 51<br>14% |
| I am registered with telephone preference service / shouldn't be getting these calls | <b>48</b><br><b>6%</b>  | 3<br>3%   | 5<br>4%   | 8<br>5%   | 9<br>6%       | 16<br>13%<br>BCF | 7<br>4%         | 8<br>3%   | 17<br>6%  | 23<br>7%        | 22<br>5%   | 25<br>6%       | 22<br>6%      | 13<br>10%     | 1<br>1%      | -                    | 1<br>3%      | 11<br>5%               | 35<br>7%        | 13<br>3%  |
| I had to hang up / I hung up   | <b>97</b><br><b>11%</b> | 3<br>3%   | 10<br>7%  | 16<br>10% | 17<br>12%     | 19<br>16%        | 32<br>16%       | 14<br>6%  | 33<br>11% | 50<br>16%<br>G  | 53<br>13%  | 44<br>10%      | 32<br>9%      | 18<br>14%     | 9<br>13%     | -                    | 4<br>12%     | 34<br>16%              | 50<br>10%       | 47<br>13% |
| Unwanted calls should be stopped / made illegal                                      | <b>19</b><br><b>2%</b>  | 4<br>4%   | 3<br>2%   | 4<br>2%   | 3<br>2%       | 2<br>2%          | 4<br>2%         | 7<br>3%   | 7<br>2%   | 6<br>2%         | 11<br>3%   | 9<br>2%        | 8<br>2%       | 2<br>2%       | -            | 3<br>5%              | *<br>1%      | 6<br>3%                | 10<br>2%        | 9<br>2%   |
| Worried we would be charged if selected options offered (e.g. press 9)               | <b>19</b><br><b>2%</b>  | 4<br>4%   | -         | 2<br>1%   | 3<br>2%       | 3<br>2%          | 7<br>3%         | 4<br>2%   | 5<br>2%   | 9<br>3%         | 12<br>3%   | 6<br>1%        | 6<br>2%       | 1<br>1%       | -            | 3<br>6%              | 1<br>4%      | 8<br>3%                | 7<br>1%         | 12<br>3%  |
| Did not have to speak  | <b>3</b>                | -         | -         | 1<br>1%   | -             | 1<br>1%          | 1<br>1%         | -         | 1<br>1%   | 2<br>1%         | 1<br>1%    | 2<br>1%        | 1<br>1%       | -             | 1<br>1%      | -                    | -            | 1<br>1%                | 1<br>1%         | 2<br>1%   |
| Charity / charity trying to get me to donate   | <b>27</b><br><b>3%</b>  | -         | 3<br>2%   | 5<br>3%   | 3<br>3%       | 4<br>3%          | 11<br>5%        | 3<br>1%   | 10<br>3%  | 15<br>5%        | 10<br>2%   | 17<br>4%       | 3<br>1%       | 5<br>4%       | 4<br>6%<br>L | -                    | 2<br>5%<br>L | 12<br>6%<br>L          | 9<br>2%         | 18<br>5%  |
| International number   | <b>17</b><br><b>2%</b>  | -         | 2<br>1%   | 3<br>2%   | 2<br>1%       | 6<br>5%          | 4<br>2%         | 2<br>1%   | 5<br>2%   | 10<br>3%        | 7<br>2%    | 9<br>2%        | 5<br>1%       | 3<br>2%       | 2<br>2%      | -                    | -            | 7<br>3%                | 8<br>2%         | 9<br>2%   |

**Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by GfK NOP on behalf of Ofcom**



**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

| Total                         | Age                      |           |            |            |                  |                  | Grouped Age      |            |                | Gender           |                | Working status |               |               |             |                      |             | Grouped working status |                 |                 |
|-------------------------------|--------------------------|-----------|------------|------------|------------------|------------------|------------------|------------|----------------|------------------|----------------|----------------|---------------|---------------|-------------|----------------------|-------------|------------------------|-----------------|-----------------|
|                               | 16-24 (A)                | 25-34 (B) | 35-44 (C)  | 45-54 (D)  | 55-64 (E)        | 65+ (F)          | 16-34 (G)        | 35-54 (H)  | 55+ (I)        | Male (J)         | Female (K)     | Full time (L)  | Part time (M) | Homemaker (N) | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |                 |
| Weighted Base                 | <b>860</b>               | 99*       | 138        | 167        | 142              | 118              | 196              | 237        | 309            | 314              | 410            | 450            | 353           | 131           | 67*         | 53**                 | 33*         | 221                    | 485             | 375             |
| Effective Base                | <b>831</b>               | 54        | 179        | 198        | 154              | 126              | 176              | 194        | 351            | 300              | 373            | 461            | 391           | 133           | 83          | 22                   | 75          | 204                    | 523             | 319             |
| Others                        | <b>60</b><br><b>7%</b>   | 8<br>8%   | 5<br>4%    | 7<br>4%    | 9<br>7%          | 9<br>8%          | 21<br>11%        | 13<br>6%   | 16<br>5%       | 31<br>10%        | 25<br>6%       | 35<br>8%       | 16<br>4%      | 6<br>5%       | 5<br>8%     | 8<br>16%             | 1<br>3%     | 23<br>10%<br>L         | 22<br>5%        | 38<br>10%<br>R  |
| Don't know                    | <b>55</b><br><b>6%</b>   | -         | 7<br>5%    | 3<br>2%    | 16<br>11%<br>AC  | 9<br>8%          | 20<br>10%<br>C   | 7<br>3%    | 19<br>6%       | 29<br>9%<br>G    | 43<br>10%<br>K | 12<br>3%       | 17<br>5%      | 10<br>7%      | 2<br>3%     | -                    | 3<br>10%    | 23<br>10%              | 27<br>6%        | 28<br>7%        |
| None/no problem with the call | <b>148</b><br><b>17%</b> | 7<br>7%   | 14<br>10%  | 25<br>15%  | 30<br>21%<br>B   | 21<br>18%        | 51<br>26%<br>ABC | 21<br>9%   | 55<br>18%<br>G | 71<br>23%<br>G   | 75<br>18%      | 72<br>16%      | 56<br>16%     | 20<br>15%     | 15<br>22%   | -                    | 6<br>18%    | 51<br>23%              | 76<br>16%       | 72<br>19%       |
| No Comment                    | <b>177</b><br><b>21%</b> | 21<br>21% | 17<br>12%  | 25<br>15%  | 24<br>17%        | 28<br>24%<br>B   | 62<br>32%<br>BCD | 38<br>16%  | 49<br>16%      | 91<br>29%<br>GH  | 83<br>20%      | 94<br>21%      | 50<br>14%     | 27<br>21%     | 13<br>19%   | 13<br>25%            | 5<br>15%    | 69<br>31%<br>LP        | 78<br>16%       | 100<br>27%<br>R |
| NET Positive                  | <b>202</b><br><b>23%</b> | 17<br>17% | 16<br>12%  | 33<br>20%  | 36<br>25%<br>B   | 32<br>27%<br>B   | 68<br>35%<br>BC  | 33<br>14%  | 69<br>22%      | 100<br>32%<br>GH | 97<br>24%      | 104<br>23%     | 72<br>20%     | 24<br>18%     | 19<br>28%   | 6<br>11%             | 8<br>23%    | 73<br>33%<br>LM        | 96<br>20%       | 106<br>28%<br>R |
| NET Negative                  | <b>725</b><br><b>84%</b> | 82<br>83% | 105<br>76% | 127<br>76% | 126<br>89%<br>BC | 106<br>90%<br>BC | 179<br>91%<br>BC | 187<br>79% | 253<br>82%     | 284<br>91%<br>GH | 350<br>85%     | 374<br>83%     | 284<br>80%    | 114<br>86%    | 57<br>84%   | 44<br>82%            | 29<br>87%   | 198<br>89%<br>L        | 397<br>82%      | 327<br>87%      |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

|   | Total                    | SEG       |               |              |           | Grouped SEG   |             | Region                           |              |            |                 |                         |                                   |               |
|---|--------------------------|-----------|---------------|--------------|-----------|---------------|-------------|----------------------------------|--------------|------------|-----------------|-------------------------|-----------------------------------|---------------|
|   |                          | AB<br>(T) | C1<br>(U)     | C2<br>(V)    | DE<br>(W) | ABC1<br>(X)   | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c)    | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Unweighted Base   | <b>860</b>               | 245       | 260           | 158          | 196       | 505           | 354         | 143                              | 213          | 201        | 303             | 717                     | 626                               | 91            |
| Weighted Base   | <b>860</b>               | 246       | 258           | 156          | 199       | 504           | 355         | 146                              | 196          | 212        | 306             | 714                     | 611                               | 103*          |
| Effective Base  | <b>831</b>               | 247       | 264           | 164          | 162       | 511           | 321         | 129                              | 195          | 196        | 313             | 703                     | 605                               | 98            |
| Scam call   | <b>153</b><br><b>18%</b> | 50<br>20% | 45<br>18%     | 26<br>17%    | 32<br>16% | 95<br>19%     | 58<br>16%   | 27<br>19%                        | 35<br>18%    | 38<br>18%  | 53<br>17%       | 126<br>18%              | 107<br>18%                        | 18<br>18%     |
| Time wasting  | <b>220</b><br><b>26%</b> | 57<br>23% | 70<br>27%     | 38<br>25%    | 54<br>27% | 127<br>25%    | 93<br>26%   | 36<br>25%                        | 50<br>25%    | 54<br>25%  | 80<br>26%       | 184<br>26%              | 155<br>25%                        | 29<br>28%     |
| Silent calls / no reply                                 | <b>300</b><br><b>35%</b> | 91<br>37% | 83<br>32%     | 58<br>37%    | 66<br>33% | 175<br>35%    | 124<br>35%  | 48<br>33%                        | 74<br>37%    | 74<br>35%  | 105<br>34%      | 252<br>35%              | 221<br>36%                        | 31<br>30%     |
| Unknown caller  | <b>85</b><br><b>10%</b>  | 30<br>12% | 25<br>10%     | 11<br>7%     | 18<br>9%  | 54<br>11%     | 29<br>8%    | 13<br>9%                         | 24<br>12%    | 17<br>8%   | 31<br>10%       | 71<br>10%               | 55<br>9%                          | 16<br>16%     |
| Caller withheld number                                  | <b>52</b><br><b>6%</b>   | 17<br>7%  | 24<br>9%<br>V | 4<br>2%      | 8<br>4%   | 41<br>8%<br>Y | 11<br>3%    | 7<br>5%                          | 14<br>7%     | 9<br>4%    | 21<br>7%        | 45<br>6%                | 36<br>6%                          | 9<br>8%       |
| Disturbed unnecessarily / had to stop what I was doing  | <b>315</b><br><b>37%</b> | 91<br>37% | 89<br>35%     | 58<br>37%    | 77<br>39% | 180<br>36%    | 135<br>38%  | 56<br>38%                        | 77<br>39%    | 73<br>35%  | 109<br>36%      | 259<br>36%              | 230<br>38%                        | 29<br>28%     |
| Where did they get my number from (name and address)    | <b>58</b><br><b>7%</b>   | 22<br>9%  | 16<br>6%      | 9<br>6%      | 11<br>6%  | 38<br>7%      | 20<br>6%    | 7<br>5%                          | 13<br>6%     | 17<br>8%   | 22<br>7%        | 51<br>7%                | 44<br>7%                          | 8<br>7%       |
| Caller hung up /answered the phone and you hear a click | <b>192</b><br><b>22%</b> | 64<br>26% | 55<br>21%     | 31<br>20%    | 43<br>22% | 119<br>24%    | 74<br>21%   | 36<br>25%                        | 38<br>19%    | 44<br>21%  | 74<br>24%       | 156<br>22%              | 136<br>22%                        | 21<br>20%     |
| They should at least say 'Hello'                        | <b>11</b><br><b>1%</b>   | 3<br>1%   | 3<br>1%       | 6<br>4%<br>W | -         | 6<br>1%       | 6<br>2%     | 4<br>3%                          | 2<br>1%      | 3<br>1%    | 3<br>1%         | 7<br>1%                 | 6<br>1%                           | 1<br>1%       |
| They asked for personal details / financial details     | <b>71</b><br><b>8%</b>   | 27<br>11% | 21<br>8%      | 8<br>5%      | 14<br>7%  | 48<br>10%     | 23<br>6%    | 12<br>8%                         | 11<br>5%     | 12<br>6%   | 36<br>12%<br>de | 59<br>8%                | 46<br>8%                          | 13<br>12%     |





**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

|   | Total                    | SEG            |            |           |           | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|---|--------------------------|----------------|------------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|   |                          | AB<br>(T)      | C1<br>(U)  | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Weighted Base   | <b>860</b>               | 246            | 258        | 156       | 199       | 504         | 355         | 146                              | 196          | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base  | <b>831</b>               | 247            | 264        | 164       | 162       | 511         | 321         | 129                              | 195          | 196        | 313          | 703                     | 605                               | 98            |
| They try to sell you something / sales calls                | <b>138</b><br><b>16%</b> | 50<br>20%      | 32<br>12%  | 25<br>16% | 31<br>16% | 82<br>16%   | 56<br>16%   | 20<br>14%                        | 31<br>16%    | 46<br>22%  | 41<br>13%    | 118<br>17%              | 106<br>17%                        | 12<br>11%     |
| Insurance / PPI   | <b>122</b><br><b>14%</b> | 37<br>15%      | 32<br>12%  | 16<br>11% | 36<br>18% | 69<br>14%   | 52<br>15%   | 19<br>13%                        | 30<br>15%    | 26<br>12%  | 46<br>15%    | 103<br>14%              | 88<br>14%                         | 14<br>14%     |
| Not in when they called.                                    | <b>19</b><br><b>2%</b>   | 6<br>2%        | 8<br>3%    | 1<br>1%   | 3<br>2%   | 14<br>3%    | 5<br>1%     | 1<br>1%                          | 7<br>3%      | 5<br>2%    | 6<br>2%      | 17<br>2%                | 13<br>2%                          | 4<br>4%       |
| They do not listen to you when you say "I'm not interested" | <b>179</b><br><b>21%</b> | 58<br>23%      | 48<br>19%  | 28<br>18% | 45<br>22% | 106<br>21%  | 73<br>21%   | 37<br>26%                        | 40<br>20%    | 33<br>16%  | 68<br>22%    | 141<br>20%              | 124<br>20%                        | 17<br>16%     |
| I didn't ask them to call                                   | <b>157</b><br><b>18%</b> | 48<br>19%      | 54<br>21%  | 31<br>20% | 24<br>12% | 102<br>20%  | 55<br>15%   | 19<br>13%                        | 37<br>19%    | 49<br>23%  | 52<br>17%    | 138<br>19%              | 115<br>19%                        | 23<br>22%     |
| They do not leave a message                                 | <b>21</b><br><b>2%</b>   | 5<br>2%        | 8<br>3%    | 7<br>4%   | 1<br>1%   | 13<br>3%    | 8<br>2%     | 4<br>3%                          | 4<br>2%      | 9<br>4%    | 3<br>1%      | 16<br>2%                | 16<br>3%                          | -             |
| Subject/product not relevant/of interest to me              | <b>283</b><br><b>33%</b> | 96<br>39%      | 78<br>30%  | 45<br>29% | 63<br>32% | 173<br>34%  | 108<br>31%  | 52<br>36%                        | 72<br>37%    | 66<br>31%  | 93<br>30%    | 230<br>32%              | 208<br>34%                        | 23<br>22%     |
| Could not understand caller/ accent                         | <b>138</b><br><b>16%</b> | 44<br>18%      | 41<br>16%  | 24<br>15% | 27<br>14% | 85<br>17%   | 51<br>15%   | 25<br>17%                        | 28<br>14%    | 38<br>18%  | 46<br>15%    | 112<br>16%              | 97<br>16%                         | 16<br>15%     |
| They keep phoning/have had many of these calls              | <b>345</b><br><b>40%</b> | 98<br>40%      | 105<br>41% | 58<br>37% | 84<br>42% | 204<br>40%  | 141<br>40%  | 56<br>38%                        | 91<br>46%    | 85<br>40%  | 114<br>37%   | 290<br>41%              | 252<br>41%                        | 37<br>36%     |
| They weren't pushy/no hard sell/accepted not for an answer  | <b>57</b><br><b>7%</b>   | 15<br>6%       | 25<br>10%  | 10<br>6%  | 9<br>4%   | 39<br>8%    | 18<br>5%    | 11<br>7%                         | 14<br>7%     | 14<br>6%   | 19<br>6%     | 47<br>7%                | 43<br>7%                          | 4<br>3%       |
| It was a recorded message                                   | <b>153</b><br><b>18%</b> | 58<br>23%<br>V | 44<br>17%  | 20<br>13% | 31<br>16% | 102<br>20%  | 51<br>14%   | 22<br>15%                        | 38<br>19%    | 34<br>16%  | 58<br>19%    | 131<br>18%              | 114<br>19%                        | 17<br>16%     |



**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

|  | Total                    | SEG       |            |           |           | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|--|--------------------------|-----------|------------|-----------|-----------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|  |                          | AB<br>(T) | C1<br>(U)  | C2<br>(V) | DE<br>(W) | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Weighted Base  | <b>860</b>               | 246       | 258        | 156       | 199       | 504         | 355         | 146                              | 196          | 212        | 306          | 714                     | 611                               | 103*          |
| Effective Base   | <b>831</b>               | 247       | 264        | 164       | 162       | 511         | 321         | 129                              | 195          | 196        | 313          | 703                     | 605                               | 98            |
| Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.) | <b>151</b><br><b>18%</b> | 49<br>20% | 44<br>17%  | 26<br>17% | 31<br>16% | 94<br>19%   | 57<br>16%   | 33<br>23%<br>f                   | 38<br>19%    | 37<br>17%  | 43<br>14%    | 118<br>16%              | 109<br>18%                        | 9<br>9%       |
| Wrong number/name  | <b>59</b><br><b>7%</b>   | 17<br>7%  | 14<br>5%   | 14<br>9%  | 13<br>7%  | 31<br>6%    | 28<br>8%    | 10<br>7%                         | 16<br>8%     | 14<br>7%   | 18<br>6%     | 49<br>7%                | 41<br>7%                          | 8<br>8%       |
| Invasion of privacy/<br>intrusive  | <b>31</b><br><b>4%</b>   | 9<br>4%   | 13<br>5%   | 2<br>1%   | 7<br>3%   | 23<br>4%    | 8<br>2%     | 6<br>4%                          | 5<br>3%      | 7<br>3%    | 14<br>4%     | 25<br>4%                | 21<br>4%                          | 4<br>4%       |
| Upsetting/distressing/<br>frightening  | <b>78</b><br><b>9%</b>   | 17<br>7%  | 28<br>11%  | 15<br>10% | 18<br>9%  | 45<br>9%    | 33<br>9%    | 12<br>8%                         | 12<br>6%     | 26<br>12%  | 27<br>9%     | 65<br>9%                | 55<br>9%                          | 10<br>10%     |
| Irritating/frustrating/<br>annoying/nuisance                                     | <b>326</b><br><b>38%</b> | 89<br>36% | 100<br>39% | 53<br>34% | 83<br>42% | 189<br>38%  | 136<br>38%  | 56<br>38%                        | 82<br>42%    | 69<br>33%  | 120<br>39%   | 270<br>38%              | 232<br>38%                        | 39<br>38%     |
| Caller was polite/courteous/<br>pleasant   | <b>58</b><br><b>7%</b>   | 21<br>9%  | 20<br>8%   | 10<br>6%  | 8<br>4%   | 41<br>8%    | 17<br>5%    | 11<br>7%                         | 8<br>4%      | 17<br>8%   | 23<br>7%     | 48<br>7%                | 43<br>7%                          | 5<br>5%       |
| Caller was rude/abusive/<br>swore at me  | <b>60</b><br><b>7%</b>   | 14<br>6%  | 17<br>7%   | 13<br>8%  | 16<br>8%  | 31<br>6%    | 29<br>8%    | 10<br>7%                         | 11<br>6%     | 17<br>8%   | 22<br>7%     | 50<br>7%                | 43<br>7%                          | 7<br>7%       |
| Why are they calling me?/I<br>don't know why they are<br>calling me              | <b>57</b><br><b>7%</b>   | 17<br>7%  | 18<br>7%   | 9<br>6%   | 12<br>6%  | 35<br>7%    | 21<br>6%    | 10<br>7%                         | 11<br>5%     | 11<br>5%   | 25<br>8%     | 47<br>7%                | 39<br>6%                          | 8<br>8%       |
| I didn't answer the call / I<br>didn't pick up the phone                         | <b>16</b><br><b>2%</b>   | 4<br>2%   | 5<br>2%    | 4<br>3%   | 3<br>2%   | 9<br>2%     | 7<br>2%     | 3<br>2%                          | 3<br>2%      | 5<br>2%    | 5<br>2%      | 13<br>2%                | 12<br>2%                          | 1<br>1%       |
| Phone blocked the call / I<br>blocked the number                                 | <b>5</b><br><b>1%</b>    | 1<br>*    | 3<br>1%    | 1<br>1%   | *         | 4<br>1%     | 2<br>*      | 1<br>1%                          | *            | 2<br>1%    | 2<br>1%      | 5<br>1%                 | 5<br>1%                           | -<br>-        |
| Pushy / pressurised  | <b>65</b><br><b>8%</b>   | 18<br>7%  | 18<br>7%   | 9<br>6%   | 19<br>9%  | 36<br>7%    | 28<br>8%    | 8<br>5%                          | 16<br>8%     | 9<br>4%    | 32<br>10%    | 58<br>8%                | 49<br>8%                          | 9<br>8%       |



Table 55

Q9 Other comments

Base: All respondents

|  | Total     | SEG           |           |           |           | Grouped SEG   |           | Region                  |           |           |                |                   |                          |                |
|--|-----------|---------------|-----------|-----------|-----------|---------------|-----------|-------------------------|-----------|-----------|----------------|-------------------|--------------------------|----------------|
|  |           | AB (T)        | C1 (U)    | C2 (V)    | DE (W)    | ABC1 (X)      | C2DE (Y)  | Scotland /NI/ Wales (Z) | North (a) | Mid (b)   | South (c)      | Total England (d) | England excl. London (e) | London (f)     |
| Weighted Base  | 860       | 246           | 258       | 156       | 199       | 504           | 355       | 146                     | 196       | 212       | 306            | 714               | 611                      | 103*           |
| Effective Base   | 831       | 247           | 264       | 164       | 162       | 511           | 321       | 129                     | 195       | 196       | 313            | 703               | 605                      | 98             |
| Surveys / want me to complete a survey   | 64<br>7%  | 19<br>8%      | 20<br>8%  | 13<br>8%  | 11<br>6%  | 38<br>8%      | 24<br>7%  | 14<br>10%               | 8<br>4%   | 15<br>7%  | 26<br>9%       | 49<br>7%          | 44<br>7%                 | 5<br>5%        |
| Refused to give their company name / number  | 57<br>7%  | 18<br>7%      | 19<br>7%  | 9<br>6%   | 12<br>6%  | 37<br>7%      | 20<br>6%  | 10<br>7%                | 13<br>6%  | 17<br>8%  | 18<br>6%       | 47<br>7%          | 41<br>7%                 | 6<br>6%        |
| Accident / trying to get me to make an insurance claims (when no need / no accident) | 94<br>11% | 27<br>11%     | 31<br>12% | 11<br>7%  | 26<br>13% | 57<br>11%     | 37<br>10% | 6<br>4%                 | 17<br>8%  | 26<br>12% | 45<br>15%<br>Z | 88<br>12%<br>Z    | 71<br>12%<br>Z           | 17<br>16%<br>Z |
| I am registered with telephone preference service / shouldn't be getting these calls | 48<br>6%  | 23<br>9%<br>W | 13<br>5%  | 8<br>5%   | 4<br>2%   | 35<br>7%      | 12<br>3%  | 4<br>3%                 | 11<br>6%  | 12<br>6%  | 21<br>7%       | 44<br>6%          | 36<br>6%                 | 8<br>7%        |
| I had to hang up / I hung up   | 97<br>11% | 35<br>14%     | 27<br>10% | 19<br>12% | 16<br>8%  | 62<br>12%     | 35<br>10% | 18<br>12%               | 20<br>10% | 19<br>9%  | 40<br>13%      | 80<br>11%         | 69<br>11%                | 11<br>11%      |
| Unwanted calls should be stopped / made illegal                                      | 19<br>2%  | 5<br>2%       | 8<br>3%   | 4<br>2%   | 3<br>1%   | 13<br>3%      | 6<br>2%   | 3<br>2%                 | 3<br>1%   | 4<br>2%   | 10<br>3%       | 16<br>2%          | 12<br>2%                 | 4<br>4%        |
| Worried we would be charged if selected options offered (e.g. press 9)               | 19<br>2%  | 9<br>4%       | 3<br>1%   | 5<br>3%   | 2<br>1%   | 12<br>2%      | 6<br>2%   | 2<br>1%                 | 5<br>3%   | 7<br>4%   | 4<br>1%        | 17<br>2%          | 16<br>3%                 | 1<br>1%        |
| Did not have to speak  | 3         | 1             | 2<br>1%   | -         | -         | 3<br>1%       | -         | -                       | -         | 1<br>1%   | 2<br>1%        | 3                 | 3<br>1%                  | -              |
| Charity / charity trying to get me to donate   | 27<br>3%  | 11<br>4%      | 6<br>2%   | 7<br>4%   | 3<br>1%   | 17<br>3%      | 10<br>3%  | 4<br>3%                 | 9<br>5%   | 6<br>3%   | 8<br>3%        | 23<br>3%          | 21<br>3%                 | 2<br>2%        |
| International number   | 17<br>2%  | 8<br>3%       | 7<br>3%   | 1<br>1%   | -         | 16<br>3%<br>Y | 1         | 2<br>1%                 | 4<br>2%   | 3<br>1%   | 8<br>2%        | 15<br>2%          | 14<br>2%                 | 1<br>1%        |



**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

|                               | Total                    | SEG            |            |               |                 | Grouped SEG |                | Region                           |              |                   |              |                         |                                   |               |
|-------------------------------|--------------------------|----------------|------------|---------------|-----------------|-------------|----------------|----------------------------------|--------------|-------------------|--------------|-------------------------|-----------------------------------|---------------|
|                               |                          | AB<br>(T)      | C1<br>(U)  | C2<br>(V)     | DE<br>(W)       | ABC1<br>(X) | C2DE<br>(Y)    | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b)        | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Weighted Base                 | <b>860</b>               | 246            | 258        | 156           | 199             | 504         | 355            | 146                              | 196          | 212               | 306          | 714                     | 611                               | 103*          |
| Effective Base                | <b>831</b>               | 247            | 264        | 164           | 162             | 511         | 321            | 129                              | 195          | 196               | 313          | 703                     | 605                               | 98            |
| Others                        | <b>60</b><br><b>7%</b>   | 26<br>11%<br>U | 8<br>3%    | 14<br>9%<br>U | 12<br>6%        | 34<br>7%    | 26<br>7%       | 18<br>12%                        | 12<br>6%     | 13<br>6%          | 17<br>6%     | 42<br>6%                | 39<br>6%                          | 3<br>3%       |
| Don't know                    | <b>55</b><br><b>6%</b>   | 11<br>4%       | 19<br>7%   | 9<br>6%       | 17<br>8%        | 29<br>6%    | 26<br>7%       | 7<br>5%                          | 8<br>4%      | 24<br>11%<br>acde | 15<br>5%     | 48<br>7%                | 40<br>7%                          | 7<br>7%       |
| None/no problem with the call | <b>148</b><br><b>17%</b> | 31<br>13%      | 52<br>20%  | 31<br>20%     | 34<br>17%       | 84<br>17%   | 64<br>18%      | 29<br>20%                        | 35<br>18%    | 32<br>15%         | 51<br>17%    | 119<br>17%              | 104<br>17%                        | 14<br>14%     |
| No Comment                    | <b>177</b><br><b>21%</b> | 43<br>17%      | 43<br>17%  | 33<br>21%     | 58<br>29%<br>TU | 86<br>17%   | 91<br>26%<br>X | 40<br>27%                        | 37<br>19%    | 38<br>18%         | 63<br>21%    | 138<br>19%              | 117<br>19%                        | 20<br>20%     |
| NET Positive                  | <b>202</b><br><b>23%</b> | 50<br>20%      | 71<br>28%  | 39<br>25%     | 41<br>21%       | 121<br>24%  | 80<br>23%      | 35<br>24%                        | 47<br>24%    | 51<br>24%         | 69<br>23%    | 167<br>23%              | 147<br>24%                        | 19<br>19%     |
| NET Negative                  | <b>725</b><br><b>84%</b> | 213<br>86%     | 210<br>81% | 127<br>81%    | 174<br>88%      | 423<br>84%  | 301<br>85%     | 122<br>83%                       | 171<br>87%   | 179<br>85%        | 252<br>83%   | 603<br>84%              | 523<br>86%                        | 80<br>77%     |



**Table 56**  
**Q9 Other comments**  
**Base: All respondents**

|  | Total      | Type of call     |                    |                            |                |                    | No. calls before answer |            |                 |
|--|------------|------------------|--------------------|----------------------------|----------------|--------------------|-------------------------|------------|-----------------|
|  |            | Silent (A)       | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)          | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)          |
| Unweighted Base  | 860        | 518              | 140                | 433                        | 606            | 221                | 413                     | 681        | 324             |
| Weighted Base  | 860        | 519              | 150                | 443                        | 602            | 217                | 411                     | 679        | 326             |
| Effective Base   | 831        | 422              | 109                | 354                        | 502            | 185                | 335                     | 560        | 260             |
| Scam call  | 153<br>18% | 118<br>23%       | 37<br>25%          | 114<br>26%                 | 141<br>23%     | 73<br>34%<br>AD    | 100<br>24%              | 145<br>21% | 81<br>25%       |
| Time wasting   | 220<br>26% | 182<br>35%<br>D  | 61<br>41%          | 161<br>36%<br>D            | 186<br>31%     | 82<br>38%          | 136<br>33%              | 212<br>31% | 125<br>38%<br>G |
| Silent calls / no reply                                  | 300<br>35% | 288<br>56%<br>CD | 71<br>47%          | 201<br>45%                 | 259<br>43%     | 112<br>51%<br>D    | 197<br>48%<br>G         | 283<br>42% | 155<br>48%      |
| Unknown caller   | 85<br>10%  | 74<br>14%        | 20<br>13%          | 61<br>14%                  | 70<br>12%      | 35<br>16%          | 57<br>14%               | 81<br>12%  | 39<br>12%       |
| Caller withheld number                                   | 52<br>6%   | 46<br>9%         | 6<br>4%            | 36<br>8%                   | 47<br>8%       | 20<br>9%           | 35<br>9%                | 50<br>7%   | 30<br>9%        |
| Disturbed unnecessarily / had to stop what I was doing   | 315<br>37% | 255<br>49%       | 67<br>45%          | 213<br>48%                 | 271<br>45%     | 105<br>48%         | 183<br>45%              | 295<br>43% | 161<br>49%      |
| Where did they get my number from (name and address)     | 58<br>7%   | 44<br>8%         | 10<br>6%           | 37<br>8%                   | 52<br>9%       | 19<br>9%           | 35<br>8%                | 55<br>8%   | 26<br>8%        |
| Caller hung up / answered the phone and you hear a click | 192<br>22% | 166<br>32%       | 42<br>28%          | 126<br>28%                 | 181<br>30%     | 102<br>47%<br>ABCD | 135<br>33%<br>G         | 187<br>28% | 112<br>34%<br>G |
| They should at least say "Hello"                         | 11<br>1%   | 11<br>2%         | 5<br>3%            | 7<br>2%                    | 10<br>2%       | 4<br>2%            | 8<br>2%                 | 9<br>1%    | 8<br>3%         |
| They asked for personal details / financial details      | 71<br>8%   | 59<br>11%        | 23<br>15%          | 50<br>11%                  | 71<br>12%      | 32<br>15%          | 45<br>11%               | 68<br>10%  | 32<br>10%       |
| They try to sell you something / sales calls             | 138<br>16% | 112<br>22%       | 31<br>20%          | 86<br>19%                  | 136<br>23%     | 56<br>26%          | 88<br>21%               | 134<br>20% | 74<br>23%       |
| Insurance / PPI  | 122<br>14% | 89<br>17%        | 34<br>22%          | 100<br>23%<br>ADE          | 106<br>18%     | 32<br>15%          | 87<br>21%<br>G          | 113<br>17% | 57<br>18%       |
| Not in when they called.                                 | 19<br>2%   | 13<br>3%         | 4<br>2%            | 14<br>3%                   | 16<br>3%       | 11<br>5%           | 13<br>3%                | 18<br>3%   | 6<br>2%         |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
*Prepared by GfK NOP on behalf of Ofcom*



**Table 56**  
**Q9 Other comments**  
**Base: All respondents**

|  | Total      | Type of call |                    |                            |                |                  | No. calls before answer |            |                 |
|--|------------|--------------|--------------------|----------------------------|----------------|------------------|-------------------------|------------|-----------------|
|  |            | Silent (A)   | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)        | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)          |
| Weighted Base  | 860        | 519          | 150                | 443                        | 602            | 217              | 411                     | 679        | 326             |
| Effective Base   | 831        | 422          | 109                | 354                        | 502            | 185              | 335                     | 560        | 260             |
| They do not listen to you when you say "I'm not interested"                      | 179<br>21% | 134<br>26%   | 38<br>25%          | 129<br>29%                 | 169<br>28%     | 74<br>34%<br>A   | 116<br>28%              | 175<br>26% | 89<br>27%       |
| I didn't ask them to call  | 157<br>18% | 120<br>23%   | 33<br>22%          | 103<br>23%                 | 148<br>25%     | 59<br>27%        | 92<br>22%               | 144<br>21% | 74<br>23%       |
| They do not leave a message  | 21<br>2%   | 19<br>4%     | 9<br>6%            | 15<br>3%                   | 17<br>3%       | 14<br>7%<br>D    | 14<br>4%                | 18<br>3%   | 14<br>4%        |
| Subject/product not relevant/of interest to me                                   | 283<br>33% | 219<br>42%   | 72<br>48%          | 207<br>47%                 | 262<br>44%     | 111<br>51%<br>A  | 195<br>47%<br>G         | 267<br>39% | 155<br>48%<br>G |
| Could not understand caller/ accent  | 138<br>16% | 110<br>21%   | 29<br>19%          | 92<br>21%                  | 134<br>22%     | 66<br>30%<br>ACD | 90<br>22%               | 133<br>20% | 77<br>24%       |
| They keep phoning/have had many of these calls                                   | 345<br>40% | 274<br>53%   | 91<br>61%<br>D     | 256<br>58%<br>D            | 294<br>49%     | 135<br>62%<br>AD | 225<br>55%<br>G         | 330<br>49% | 186<br>57%<br>G |
| They weren't pushy/no hard sell/accepted not for an answer                       | 57<br>7%   | 49<br>9%     | 11<br>7%           | 37<br>8%                   | 56<br>9%       | 33<br>15%<br>ACD | 40<br>10%               | 55<br>8%   | 25<br>8%        |
| It was a recorded message  | 153<br>18% | 118<br>23%   | 48<br>32%<br>D     | 134<br>30%<br>AD           | 130<br>22%     | 50<br>23%        | 102<br>25%              | 144<br>21% | 73<br>22%       |
| Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.) | 151<br>18% | 124<br>24%   | 36<br>24%          | 113<br>25%                 | 133<br>22%     | 63<br>29%        | 102<br>25%              | 143<br>21% | 77<br>23%       |
| Wrong number/name  | 59<br>7%   | 46<br>9%     | 15<br>10%          | 41<br>9%                   | 53<br>9%       | 22<br>10%        | 46<br>11%               | 58<br>8%   | 29<br>9%        |
| Invasion of privacy/ intrusive   | 31<br>4%   | 23<br>4%     | 12<br>8%           | 19<br>4%                   | 30<br>5%       | 13<br>6%         | 20<br>5%                | 28<br>4%   | 13<br>4%        |
| Upsetting/distressing/ frightening   | 78<br>9%   | 66<br>13%    | 18<br>12%          | 53<br>12%                  | 70<br>12%      | 34<br>15%<br>G   | 60<br>15%<br>G          | 74<br>11%  | 32<br>10%       |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



**Table 56**  
**Q9 Other comments**  
**Base: All respondents**

|   | Total      | Type of call    |                    |                            |                |                  | No. calls before answer |            |            |
|---|------------|-----------------|--------------------|----------------------------|----------------|------------------|-------------------------|------------|------------|
|   |            | Silent (A)      | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)        | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)     |
| Weighted Base   | 860        | 519             | 150                | 443                        | 602            | 217              | 411                     | 679        | 326        |
| Effective Base  | 831        | 422             | 109                | 354                        | 502            | 185              | 335                     | 560        | 260        |
| Irritating/frustrating/<br>annoying/nuisance  | 326<br>38% | 271<br>52%<br>D | 76<br>51%          | 222<br>50%                 | 275<br>46%     | 115<br>53%       | 192<br>47%              | 314<br>46% | 157<br>48% |
| Caller was polite/courteous/<br>pleasant  | 58<br>7%   | 48<br>9%        | 14<br>10%          | 40<br>9%                   | 57<br>9%       | 32<br>15%<br>AD  | 46<br>11%               | 56<br>8%   | 29<br>9%   |
| Caller was rude/abusive/<br>swore at me   | 60<br>7%   | 54<br>10%       | 17<br>11%          | 44<br>10%                  | 59<br>10%      | 29<br>14%        | 47<br>11%               | 58<br>9%   | 40<br>12%  |
| Why are they calling me?/I<br>don't know why they are<br>calling me                           | 57<br>7%   | 50<br>10%       | 14<br>9%           | 39<br>9%                   | 53<br>9%       | 29<br>13%        | 39<br>10%               | 54<br>8%   | 26<br>8%   |
| I didn't answer the call / I<br>didn't pick up the phone                                      | 16<br>2%   | 12<br>2%        | 5<br>3%            | 10<br>2%                   | 11<br>2%       | 5<br>2%          | 7<br>2%                 | 16<br>2%   | 10<br>3%   |
| Phone blocked the call / I<br>blocked the number  | 5<br>1%    | 5<br>1%         | 2<br>1%            | 2<br>*                     | 5<br>1%        | 4<br>2%          | 4<br>1%                 | 4<br>1%    | 2<br>1%    |
| Pushy / pressurised   | 65<br>8%   | 55<br>11%       | 18<br>12%          | 42<br>10%                  | 62<br>10%      | 32<br>15%        | 46<br>11%               | 64<br>9%   | 37<br>11%  |
| Surveys / want me to<br>complete a survey   | 64<br>7%   | 50<br>10%       | 16<br>11%          | 40<br>9%                   | 62<br>10%      | 47<br>21%<br>ACD | 45<br>11%               | 62<br>9%   | 36<br>11%  |
| Refused to give their<br>company name / number  | 57<br>7%   | 53<br>10%       | 21<br>14%          | 46<br>10%                  | 57<br>9%       | 33<br>15%<br>D   | 44<br>11%               | 56<br>8%   | 32<br>10%  |
| Accident / trying to get me<br>to make an insurance claims<br>(when no need / no accident)    | 94<br>11%  | 68<br>13%       | 23<br>15%          | 66<br>15%                  | 89<br>15%      | 29<br>13%        | 60<br>15%               | 88<br>13%  | 39<br>12%  |
| I am registered with<br>telephone preference service<br>/ shouldn't be getting these<br>calls | 48<br>6%   | 24<br>5%        | 8<br>5%            | 26<br>6%                   | 42<br>7%<br>A  | 23<br>10%<br>A   | 23<br>6%                | 46<br>7%   | 21<br>7%   |
| I had to hang up / I hung up  | 97<br>11%  | 79<br>15%       | 26<br>17%          | 72<br>16%                  | 94<br>16%      | 43<br>20%        | 73<br>18%<br>G          | 93<br>14%  | 57<br>17%  |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
*Prepared by GfK NOP on behalf of Ofcom*



**Table 56**  
**Q9 Other comments**  
**Base: All respondents**

|  | Total      | Type of call    |                    |                            |                |                  | No. calls before answer |            |                 |
|--|------------|-----------------|--------------------|----------------------------|----------------|------------------|-------------------------|------------|-----------------|
|  |            | Silent (A)      | Abandoned Call (B) | Recorded sales message (C) | Live sales (D) | Other (E)        | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)          |
| Weighted Base  | 860        | 519             | 150                | 443                        | 602            | 217              | 411                     | 679        | 326             |
| Effective Base   | 831        | 422             | 109                | 354                        | 502            | 185              | 335                     | 560        | 260             |
| Unwanted calls should be stopped / made illegal                        | 19<br>2%   | 14<br>3%        | 2<br>1%            | 17<br>4%                   | 14<br>2%       | 7<br>3%          | 14<br>3%                | 19<br>3%   | 11<br>3%        |
| Worried we would be charged if selected options offered (e.g. press 9) | 19<br>2%   | 19<br>4%        | 7<br>4%            | 17<br>4%                   | 17<br>3%       | 13<br>6%<br>D    | 16<br>4%                | 17<br>2%   | 11<br>3%        |
| Did not have to speak  | 3<br>*     | 3<br>1%         | 3<br>2%            | 2<br>*                     | 3<br>1%        | 1<br>1%          | 1<br>*                  | 3<br>*     | 3<br>1%         |
| Charity / charity trying to get me to donate                           | 27<br>3%   | 20<br>4%        | 4<br>3%            | 19<br>4%                   | 26<br>4%       | 11<br>5%         | 21<br>5%                | 24<br>3%   | 11<br>3%        |
| International number   | 17<br>2%   | 14<br>3%        | 3<br>2%            | 11<br>2%                   | 17<br>3%       | 10<br>5%         | 9<br>2%                 | 17<br>2%   | 8<br>2%         |
| Others   | 60<br>7%   | 50<br>10%       | 22<br>15%          | 47<br>11%                  | 55<br>9%       | 32<br>15%<br>D   | 46<br>11%               | 59<br>9%   | 38<br>12%       |
| Don't know   | 55<br>6%   | 49<br>9%        | 10<br>6%           | 39<br>9%                   | 48<br>8%       | 23<br>11%        | 28<br>7%                | 49<br>7%   | 26<br>8%        |
| None/no problem with the call  | 148<br>17% | 116<br>22%      | 32<br>22%          | 103<br>23%                 | 132<br>22%     | 59<br>27%        | 103<br>25%<br>G         | 141<br>21% | 83<br>25%       |
| No Comment   | 177<br>21% | 153<br>30%<br>D | 50<br>33%          | 123<br>28%                 | 152<br>25%     | 60<br>28%        | 113<br>28%              | 169<br>25% | 100<br>31%<br>G |
| NET Positive   | 202<br>23% | 159<br>31%      | 48<br>32%          | 136<br>31%                 | 184<br>31%     | 87<br>40%<br>ACD | 143<br>35%<br>G         | 193<br>28% | 102<br>31%      |
| NET Negative   | 725<br>84% | 507<br>98%      | 149<br>99%         | 438<br>99%                 | 594<br>99%     | 217<br>100%      | 405<br>99%              | 666<br>98% | 323<br>99%      |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom





**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

| Total  | Age        |           |               |                |                   |            | Grouped Age      |                |               | Gender     |            | Working status  |                |               |                |                      |                   | Grouped working status |                 |            |
|--|------------|-----------|---------------|----------------|-------------------|------------|------------------|----------------|---------------|------------|------------|-----------------|----------------|---------------|----------------|----------------------|-------------------|------------------------|-----------------|------------|
|  | 16-24 (A)  | 25-34 (B) | 35-44 (C)     | 45-54 (D)      | 55-64 (E)         | 65+ (F)    | 16-34 (G)        | 35-54 (H)      | 55+ (I)       | Male (J)   | Female (K) | Full time (L)   | Part time (M)  | Homemaker (N) | Student (O)    | Temp not working (P) | Retired (Q)       | Working (R)            | Not working (S) |            |
| Unweighted Base  | 7325       | 304       | 682           | 977            | 1268              | 1439       | 2655             | 986            | 2245          | 4094       | 3506       | 3819            | 2034           | 888           | 795            | 107                  | 615               | 2886                   | 2922            | 4403       |
| Weighted Base  | 7278       | 565       | 617           | 880            | 1165              | 1361       | 2690             | 1182           | 2045          | 4051       | 3750       | 3529            | 2139           | 957           | 642            | 320                  | 284               | 2937                   | 3096            | 4183       |
| Effective Base   | 6004       | 244       | 624           | 870            | 1139              | 1159       | 2246             | 727            | 2009          | 3405       | 2785       | 3299            | 1787           | 862           | 764            | 104                  | 523               | 2448                   | 2646            | 3363       |
| Scam call  | 257<br>4%  | 17<br>3%  | 27<br>4%      | 35<br>4%       | 38<br>3%          | 44<br>3%   | 96<br>4%         | 44<br>4%       | 73<br>4%      | 140<br>3%  | 150<br>4%  | 107<br>3%       | 81<br>4%       | 45<br>5%      | 18<br>3%       | 9<br>3%              | 7<br>3%           | 97<br>3%               | 126<br>4%       | 131<br>3%  |
| Time wasting   | 514<br>7%  | 53<br>9%  | 51<br>8%      | 46<br>5%       | 117<br>10%<br>CEF | 82<br>6%   | 166<br>6%        | 103<br>9%      | 162<br>8%     | 248<br>6%  | 284<br>8%  | 229<br>7%       | 167<br>8%<br>Q | 88<br>9%<br>Q | 38<br>6%       | 33<br>10%            | 20<br>7%          | 167<br>6%              | 256<br>8%<br>S  | 258<br>6%  |
| Silent calls / no reply                                  | 696<br>10% | 67<br>12% | 55<br>9%      | 92<br>10%      | 119<br>10%        | 138<br>10% | 224<br>8%        | 122<br>10%     | 212<br>10%    | 362<br>9%  | 295<br>8%  | 401<br>11%<br>J | 197<br>9%      | 105<br>11%    | 69<br>11%      | 29<br>9%             | 45<br>16%<br>LMNQ | 252<br>9%              | 302<br>10%      | 394<br>9%  |
| Unknown caller   | 116<br>2%  | 17<br>3%  | 20<br>3%<br>F | 14<br>2%       | 16<br>1%          | 21<br>2%   | 28<br>1%         | 36<br>3%<br>HI | 30<br>1%      | 49<br>1%   | 64<br>2%   | 52<br>1%        | 37<br>2%       | 25<br>3%<br>Q | 7<br>1%        | 6<br>2%              | 5<br>2%           | 36<br>1%               | 62<br>2%        | 54<br>1%   |
| Caller withheld number                                   | 81<br>1%   | 8<br>1%   | 5<br>1%       | 13<br>2%       | 8<br>1%           | 18<br>1%   | 28<br>1%         | 13<br>1%       | 21<br>1%      | 46<br>1%   | 37<br>1%   | 44<br>1%        | 26<br>1%       | 5<br>1%       | 10<br>2%       | 3<br>1%              | 4<br>1%           | 34<br>1%               | 31<br>1%        | 50<br>1%   |
| Disturbed unnecessarily / had to stop what I was doing   | 956<br>13% | 67<br>12% | 63<br>10%     | 102<br>12%     | 188<br>16%<br>BCE | 133<br>10% | 402<br>15%<br>BE | 130<br>11%     | 290<br>14%    | 535<br>13% | 466<br>12% | 489<br>14%      | 260<br>12%     | 124<br>13%    | 97<br>15%<br>O | 16<br>5%             | 33<br>12%         | 424<br>14%<br>O        | 385<br>12%      | 571<br>14% |
| Where did they get my number from (name and address)     | 84<br>1%   | 6<br>1%   | 9<br>2%       | 23<br>3%<br>EF | 15<br>1%          | 12<br>1%   | 19<br>1%         | 15<br>1%       | 39<br>2%<br>I | 31<br>1%   | 41<br>1%   | 43<br>1%        | 32<br>2%<br>Q  | 20<br>2%<br>Q | 7<br>1%        | -                    | 5<br>2%<br>Q      | 20<br>1%               | 52<br>2%<br>S   | 32<br>1%   |
| Caller hung up / answered the phone and you hear a click | 395<br>5%  | 29<br>5%  | 22<br>4%      | 53<br>6%       | 58<br>5%          | 57<br>4%   | 176<br>7%<br>BE  | 51<br>4%       | 112<br>5%     | 233<br>6%  | 169<br>5%  | 226<br>6%<br>J  | 100<br>5%      | 52<br>5%      | 26<br>4%       | 12<br>4%             | 14<br>5%          | 191<br>7%              | 152<br>5%       | 244<br>6%  |
| They should at least say 'Hello'                         | 15<br>1%   | -         | 1             | 5<br>1%<br>F   | 3                 | 3          | 2                | 1              | 9             | 5          | 1          | 14<br>1%<br>J   | 2              | 4             | 4<br>1%<br>LQ  | -                    | 2<br>1%<br>LQ     | 2                      | 6               | 8          |

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



Table 57

Q9 Other comments

Base: All Calls

| Total   | Age               |                   |                 |                |               |               | Grouped Age |                  |               | Gender     |            | Working status |                 |               |                  |                      |               | Grouped working status |                 |                |
|---|-------------------|-------------------|-----------------|----------------|---------------|---------------|-------------|------------------|---------------|------------|------------|----------------|-----------------|---------------|------------------|----------------------|---------------|------------------------|-----------------|----------------|
|   | 16-24 (A)         | 25-34 (B)         | 35-44 (C)       | 45-54 (D)      | 55-64 (E)     | 65+ (F)       | 16-34 (G)   | 35-54 (H)        | 55+ (I)       | Male (J)   | Female (K) | Full time (L)  | Part time (M)   | Homemaker (N) | Student (O)      | Temp not working (P) | Retired (Q)   | Working (R)            | Not working (S) |                |
| Weighted Base   | <b>7278</b>       | 565               | 617             | 880            | 1165          | 1361          | 2690        | 1182             | 2045          | 4051       | 3750       | 3529           | 2139            | 957           | 642              | 320                  | 284           | 2937                   | 3096            | 4183           |
| Effective Base  | <b>6004</b>       | 244               | 624             | 870            | 1139          | 1159          | 2246        | 727              | 2009          | 3405       | 2785       | 3299           | 1787            | 862           | 764              | 104                  | 523           | 2448                   | 2646            | 3363           |
| They asked for personal details / financial details         | <b>90</b><br>1%   | 10<br>2%          | 2<br>*          | 17<br>2%       | 11<br>1%      | 18<br>1%      | 32<br>1%    | 13<br>1%         | 27<br>1%      | 50<br>1%   | 47<br>1%   | 43<br>1%       | 18<br>1%        | 15<br>2%      | 8<br>1%          | 9<br>3%              | 3<br>1%       | 36<br>1%               | 34<br>1%        | 56<br>1%       |
| They try to sell you something / sales calls                | <b>184</b><br>3%  | 12<br>2%          | 14<br>2%        | 25<br>3%       | 39<br>3%      | 26<br>2%      | 68<br>3%    | 26<br>2%         | 63<br>3%      | 95<br>2%   | 94<br>3%   | 90<br>3%       | 64<br>3%<br>N   | 33<br>3%<br>N | 7<br>1%          | 6<br>2%              | 6<br>2%       | 67<br>2%               | 97<br>3%<br>S   | 87<br>2%       |
| Insurance / PPI   | <b>183</b><br>3%  | 18<br>3%          | 25<br>4%<br>F   | 34<br>4%<br>F  | 38<br>3%<br>F | 34<br>2%<br>F | 33<br>1%    | 43<br>4%<br>I    | 72<br>4%<br>I | 67<br>2%   | 84<br>2%   | 99<br>3%       | 71<br>3%<br>Q   | 34<br>4%<br>Q | 13<br>2%         | 9<br>3%              | 11<br>4%<br>Q | 45<br>2%               | 105<br>3%<br>S  | 78<br>2%       |
| Not in when they called.                                    | <b>26</b><br>*    | -                 | 3<br>*          | 1<br>*         | 6<br>*        | 6<br>*        | 11<br>*     | 3<br>*           | 6<br>*        | 17<br>*    | 8<br>*     | 18<br>1%       | 7<br>*          | 8<br>1%       | -                | -                    | 1<br>*        | 10<br>*                | 15<br>*         | 11<br>*        |
| They do not listen to you when you say 'I'm not interested' | <b>308</b><br>4%  | 21<br>4%          | 21<br>3%        | 48<br>5%<br>F  | 60<br>5%<br>F | 77<br>6%<br>F | 81<br>3%    | 43<br>4%         | 108<br>5%     | 158<br>4%  | 131<br>3%  | 177<br>5%<br>J | 97<br>5%        | 39<br>4%      | 50<br>8%<br>LMNQ | 9<br>3%              | 15<br>5%      | 98<br>3%               | 136<br>4%       | 173<br>4%      |
| I didn't ask them to call                                   | <b>287</b><br>4%  | 20<br>4%          | 44<br>7%<br>CF  | 32<br>4%       | 66<br>6%<br>F | 58<br>4%<br>F | 66<br>2%    | 64<br>5%<br>I    | 98<br>5%<br>I | 125<br>3%  | 160<br>4%  | 127<br>4%      | 114<br>5%<br>NQ | 42<br>4%      | 18<br>3%         | 10<br>3%             | 10<br>3%      | 92<br>3%               | 156<br>5%<br>S  | 131<br>3%      |
| They do not leave a message                                 | <b>25</b><br>*    | 6<br>1%           | 1<br>*          | 1<br>*         | 3<br>*        | 9<br>1%       | 6<br>*      | 6<br>1%          | 3<br>*        | 15<br>*    | 11<br>*    | 14<br>*        | 7<br>*          | 4<br>*        | 1<br>*           | 6<br>2%<br>Q         | 1<br>*        | 6<br>*                 | 11<br>*         | 14<br>*        |
| Subject/product not relevant/of interest to me              | <b>599</b><br>8%  | 67<br>12%<br>E    | 72<br>12%<br>EF | 85<br>10%<br>E | 93<br>8%      | 76<br>6%      | 206<br>8%   | 139<br>12%<br>I  | 178<br>9%     | 282<br>7%  | 285<br>8%  | 314<br>9%      | 198<br>9%<br>P  | 75<br>8%      | 40<br>6%         | 58<br>18%<br>LMNPQ   | 15<br>5%      | 213<br>7%              | 273<br>9%       | 326<br>8%      |
| Could not understand caller/ accent                         | <b>243</b><br>3%  | 15<br>3%          | 12<br>2%        | 26<br>3%       | 32<br>3%      | 52<br>4%      | 106<br>4%   | 27<br>2%         | 58<br>3%      | 158<br>4%  | 113<br>3%  | 130<br>4%      | 53<br>2%        | 28<br>3%      | 19<br>3%         | 12<br>4%             | 14<br>5%<br>L | 117<br>4%<br>L         | 81<br>3%        | 162<br>4%<br>R |
| They keep phoning/have had many of these calls              | <b>934</b><br>13% | 116<br>20%<br>DEF | 90<br>15%       | 124<br>14%     | 147<br>13%    | 144<br>11%    | 313<br>12%  | 206<br>17%<br>HI | 271<br>13%    | 457<br>11% | 485<br>13% | 449<br>13%     | 276<br>13%      | 105<br>11%    | 82<br>13%        | 87<br>27%<br>LMNPQ   | 31<br>11%     | 353<br>12%             | 381<br>12%      | 553<br>13%     |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
Overlap formulae used.

Prepared by GfK NOP on behalf of Ofcom



**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

| Total  | Age                      |                |                |               |                 |            | Grouped Age |               |                 | Gender     |            | Working status  |                |                |               |                      |               | Grouped working status |                 |            |
|--|--------------------------|----------------|----------------|---------------|-----------------|------------|-------------|---------------|-----------------|------------|------------|-----------------|----------------|----------------|---------------|----------------------|---------------|------------------------|-----------------|------------|
|  | 16-24 (A)                | 25-34 (B)      | 35-44 (C)      | 45-54 (D)     | 55-64 (E)       | 65+ (F)    | 16-34 (G)   | 35-54 (H)     | 55+ (I)         | Male (J)   | Female (K) | Full time (L)   | Part time (M)  | Homemaker (N)  | Student (O)   | Temp not working (P) | Retired (Q)   | Working (R)            | Not working (S) |            |
| Weighted Base  | <b>7278</b>              | 565            | 617            | 880           | 1165            | 1361       | 2690        | 1182          | 2045            | 4051       | 3750       | 3529            | 2139           | 957            | 642           | 320                  | 284           | 2937                   | 3096            | 4183       |
| Effective Base   | <b>6004</b>              | 244            | 624            | 870           | 1139            | 1159       | 2246        | 727           | 2009            | 3405       | 2785       | 3299            | 1787           | 862            | 764           | 104                  | 523           | 2448                   | 2646            | 3363       |
| They weren't pushy/no hard sell/accepted not for an answer                       | <b>90</b><br><b>1%</b>   | 15<br>3%<br>F  | 5<br>1%        | 19<br>2%<br>F | 17<br>1%        | 15<br>1%   | 19<br>1%    | 20<br>2%      | 36<br>2%<br>I   | 34<br>1%   | 41<br>1%   | 49<br>1%        | 25<br>1%       | 11<br>1%       | 12<br>2%      | 12<br>4%<br>Q        | 3<br>1%       | 27<br>1%               | 36<br>1%        | 55<br>1%   |
| It was a recorded message  | <b>261</b><br><b>4%</b>  | 27<br>5%       | 27<br>4%<br>F  | 38<br>4%<br>F | 58<br>5%<br>F   | 49<br>4%   | 60<br>2%    | 55<br>5%<br>I | 96<br>5%<br>I   | 110<br>3%  | 112<br>3%  | 149<br>4%       | 98<br>5%<br>Q  | 48<br>5%<br>Q  | 17<br>3%      | 19<br>6%             | 8<br>3%       | 72<br>2%               | 145<br>5%<br>S  | 115<br>3%  |
| Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.) | <b>200</b><br><b>3%</b>  | 19<br>3%       | 25<br>4%       | 26<br>3%      | 40<br>3%        | 30<br>2%   | 61<br>2%    | 44<br>4%      | 66<br>3%        | 91<br>2%   | 99<br>3%   | 101<br>3%       | 60<br>3%       | 30<br>3%       | 18<br>3%      | 9<br>3%              | 8<br>3%       | 75<br>3%               | 90<br>3%        | 111<br>3%  |
| Wrong number/name  | <b>80</b><br><b>1%</b>   | 9<br>2%        | 10<br>2%<br>F  | 13<br>1%      | 17<br>1%<br>F   | 16<br>1%   | 16<br>1%    | 19<br>2%      | 30<br>1%        | 31<br>1%   | 36<br>1%   | 44<br>1%        | 15<br>1%       | 25<br>3%<br>LQ | 7<br>1%       | 8<br>2%              | 7<br>2%<br>LQ | 17<br>1%               | 40<br>1%        | 40<br>1%   |
| Invasion of privacy/intrusive  | <b>45</b><br><b>1%</b>   | 5<br>1%        | 10<br>2%<br>CF | 2<br>*        | 6<br>*          | 11<br>1%   | 11<br>*     | 15<br>1%      | 8<br>*          | 22<br>1%   | 26<br>1%   | 19<br>1%        | 15<br>1%       | 10<br>1%       | 2<br>*        | -                    | 1<br>*        | 17<br>1%               | 24<br>1%        | 20<br>*    |
| Upsetting/distressing/frightening  | <b>116</b><br><b>2%</b>  | 24<br>4%<br>EF | 15<br>2%<br>F  | 14<br>2%      | 23<br>2%        | 14<br>1%   | 27<br>1%    | 39<br>3%<br>I | 37<br>2%<br>I   | 40<br>1%   | 32<br>1%   | 84<br>2%<br>J   | 34<br>2%       | 22<br>2%       | 7<br>1%       | 9<br>3%              | 8<br>3%<br>Q  | 36<br>1%               | 56<br>2%        | 60<br>1%   |
| Irritating/frustrating/annoying/nuisance   | <b>844</b><br><b>12%</b> | 80<br>14%      | 71<br>12%      | 115<br>13%    | 151<br>13%<br>F | 160<br>12% | 267<br>10%  | 151<br>13%    | 266<br>13%<br>I | 427<br>11% | 350<br>9%  | 494<br>14%<br>J | 264<br>12%     | 97<br>10%      | 89<br>14%     | 45<br>14%            | 35<br>12%     | 315<br>11%             | 361<br>12%      | 483<br>12% |
| Caller was polite/courteous/pleasant   | <b>88</b><br><b>1%</b>   | 18<br>3%<br>BE | 3<br>*         | 14<br>2%      | 15<br>1%        | 8<br>1%    | 31<br>1%    | 21<br>2%      | 29<br>1%        | 39<br>1%   | 38<br>1%   | 51<br>1%        | 25<br>1%       | 7<br>1%        | 5<br>1%       | 15<br>5%<br>LMNQ     | 3<br>1%       | 33<br>1%               | 33<br>1%        | 56<br>1%   |
| Caller was rude/abusive/swore at me  | <b>89</b><br><b>1%</b>   | 17<br>3%<br>F  | 7<br>1%        | 18<br>2%<br>F | 17<br>1%        | 12<br>1%   | 19<br>1%    | 24<br>2%<br>I | 34<br>2%<br>I   | 30<br>1%   | 55<br>1%   | 34<br>1%        | 31<br>1%       | 9<br>1%        | 12<br>2%<br>Q | 11<br>4%<br>Q        | 3<br>1%       | 22<br>1%               | 41<br>1%        | 48<br>1%   |
| Why are they calling me?/I don't know why they are calling me                    | <b>72</b><br><b>1%</b>   | 12<br>2%       | 5<br>1%        | 14<br>2%<br>F | 14<br>1%        | 13<br>1%   | 14<br>1%    | 17<br>1%      | 28<br>1%        | 27<br>1%   | 37<br>1%   | 34<br>1%        | 28<br>1%<br>NQ | 15<br>2%<br>NQ | 1<br>*        | 9<br>3%              | 4<br>2%<br>NQ | 15<br>1%               | 43<br>1%<br>S   | 29<br>1%   |

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



Table 57

Q9 Other comments

Base: All Calls

| Total  | Age       |           |              |               |               |               | Grouped Age |           |                | Gender   |            | Working status |                |                |             |                      |             | Grouped working status |                 |          |
|--|-----------|-----------|--------------|---------------|---------------|---------------|-------------|-----------|----------------|----------|------------|----------------|----------------|----------------|-------------|----------------------|-------------|------------------------|-----------------|----------|
|  | 16-24 (A) | 25-34 (B) | 35-44 (C)    | 45-54 (D)     | 55-64 (E)     | 65+ (F)       | 16-34 (G)   | 35-54 (H) | 55+ (I)        | Male (J) | Female (K) | Full time (L)  | Part time (M)  | Homemaker (N)  | Student (O) | Temp not working (P) | Retired (Q) | Working (R)            | Not working (S) |          |
| Weighted Base  | 7278      | 565       | 617          | 880           | 1165          | 1361          | 2690        | 1182      | 2045           | 4051     | 3750       | 3529           | 2139           | 957            | 642         | 320                  | 284         | 2937                   | 3096            | 4183     |
| Effective Base   | 6004      | 244       | 624          | 870           | 1139          | 1159          | 2246        | 727       | 2009           | 3405     | 2785       | 3299           | 1787           | 862            | 764         | 104                  | 523         | 2448                   | 2646            | 3363     |
| I didn't answer the call/ I didn't pick up the phone                                 | 22        | -         | 1            | 5             | 5             | 5             | 6           | 1         | 10             | 11       | 9          | 13             | 14             | -              | 2           | -                    | 6           | 6                      | 14              | 8        |
| Phone blocked the call / I blocked the number  | 12        | -         | 1            | -             | 1             | 3             | 7           | 1         | 1              | 10       | 10         | 2              | 4              | -              | -           | -                    | 1           | 7                      | 4               | 8        |
| Pushy / pressurised  | 75<br>1%  | 6<br>1%   | 4<br>1%      | 14<br>2%      | 17<br>1%      | 12<br>1%      | 22<br>1%    | 10<br>1%  | 32<br>2%       | 34<br>1% | 31<br>1%   | 44<br>1%       | 22<br>1%       | 13<br>1%       | 11<br>2%    | 4<br>1%              | 2<br>1%     | 23<br>1%               | 35<br>1%        | 40<br>1% |
| Surveys / want me to complete a survey   | 88<br>1%  | 3<br>1%   | 3<br>1%      | 16<br>2%      | 24<br>2%      | 14<br>1%      | 27<br>1%    | 7<br>1%   | 40<br>2%<br>GI | 42<br>1% | 41<br>1%   | 47<br>1%       | 35<br>2%       | 9<br>1%        | 11<br>2%    | 3<br>1%              | 4<br>1%     | 26<br>1%               | 44<br>1%        | 44<br>1% |
| Refused to give their company name / number  | 75<br>1%  | 7<br>1%   | 3            | 7<br>1%       | 13<br>1%      | 19<br>1%      | 27<br>1%    | 10<br>1%  | 20<br>1%       | 45<br>1% | 40<br>1%   | 35<br>1%       | 21<br>1%       | 10<br>1%       | 4<br>1%     | 6<br>2%              | 3<br>1%     | 30<br>1%               | 31<br>1%        | 44<br>1% |
| Accident / trying to get me to make an insurance claims (when no need / no accident) | 116<br>2% | 13<br>2%  | 8<br>1%      | 15<br>2%      | 13<br>1%      | 29<br>2%      | 39<br>1%    | 21<br>2%  | 28<br>1%       | 67<br>2% | 47<br>1%   | 69<br>2%       | 28<br>1%       | 24<br>2%       | 8<br>1%     | 11<br>3%             | 5<br>2%     | 41<br>1%               | 51<br>2%        | 65<br>2% |
| I am registered with telephone preference service / shouldn't be getting these calls | 86<br>1%  | 4<br>1%   | 7<br>1%<br>F | 20<br>2%<br>F | 17<br>1%<br>F | 28<br>2%<br>F | 9           | 11<br>1%  | 37<br>2%<br>I  | 38<br>1% | 34<br>1%   | 52<br>1%       | 42<br>2%<br>NQ | 24<br>2%<br>NQ | 3           | -                    | 2<br>1%     | 15<br>1%               | 66<br>2%<br>S   | 20       |
| I had to hang up / I hung up   | 163<br>2% | 3<br>1%   | 13<br>2%     | 18<br>2%      | 33<br>3%      | 41<br>3%      | 55<br>2%    | 16<br>1%  | 51<br>2%       | 96<br>2% | 91<br>2%   | 72<br>2%       | 52<br>2%       | 26<br>3%       | 14<br>2%    | -                    | 7<br>3%     | 63<br>2%               | 78<br>3%        | 85<br>2% |
| Unwanted calls should be stopped / made illegal                                      | 25        | 4<br>1%   | 3            | 4             | 5             | 3             | 6           | 7<br>1%   | 9              | 9        | 14         | 11             | 12<br>1%       | 2              | -           | 3<br>1%              | 6           | 8                      | 14              | 11       |
| Worried we would be charged if selected options offered (e.g. press 9)               | 21        | 4<br>1%   | -            | 2             | 5             | 3             | 8           | 4         | 7              | 10       | 15         | 6              | 6              | 1              | -           | 3<br>1%              | 1           | 10                     | 7               | 14       |

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
Overlap formulae used.

Prepared by GfK NOP on behalf of Ofcom



**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

| Total  | Age         |            |                   |               |                   |                         | Grouped Age       |                 |                  | Gender           |                 | Working status   |                  |                 |              |                      |                   | Grouped working status |                  |                 |
|--|-------------|------------|-------------------|---------------|-------------------|-------------------------|-------------------|-----------------|------------------|------------------|-----------------|------------------|------------------|-----------------|--------------|----------------------|-------------------|------------------------|------------------|-----------------|
|  | 16-24 (A)   | 25-34 (B)  | 35-44 (C)         | 45-54 (D)     | 55-64 (E)         | 65+ (F)                 | 16-34 (G)         | 35-54 (H)       | 55+ (I)          | Male (J)         | Female (K)      | Full time (L)    | Part time (M)    | Homemaker (N)   | Student (O)  | Temp not working (P) | Retired (Q)       | Working (R)            | Not working (S)  |                 |
| Weighted Base                                | 7278        | 565        | 617               | 880           | 1165              | 1361                    | 2690              | 1182            | 2045             | 4051             | 3750            | 3529             | 2139             | 957             | 642          | 320                  | 284               | 2937                   | 3096             | 4183            |
| Effective Base                               | 6004        | 244        | 624               | 870           | 1139              | 1159                    | 2246              | 727             | 2009             | 3405             | 2785            | 3299             | 1787             | 862             | 764          | 104                  | 523               | 2448                   | 2646             | 3363            |
| Did not have to speak                        | 14          | -          | -                 | 1             | -                 | 11<br>DF                | 1                 | -               | 1                | 13               | 1               | 13<br>J          | 1                | -               | 11<br>LMPQ   | -                    | -                 | 1                      | 1                | 13              |
| Charity / charity trying to get me to donate | 32          | -          | 4<br>7%           | 5<br>7%       | 5                 | 6                       | 12                | 4               | 10               | 18               | 10              | 21<br>7%         | 3                | 5<br>7%         | 8<br>7%<br>L | -                    | 2<br>7%           | 13                     | 9                | 23<br>7%        |
| International number                         | 21          | -          | 2                 | 4             | 2                 | 8<br>7%                 | 5                 | 2               | 6                | 13               | 8               | 13               | 7                | 3               | 2            | -                    | -                 | 10                     | 10               | 11              |
| Others                                       | 65<br>1%    | 8<br>1%    | 6<br>1%           | 9<br>1%       | 9<br>1%           | 10<br>1%                | 22<br>1%          | 14<br>1%        | 18<br>1%         | 32<br>1%         | 25<br>1%        | 39<br>1%         | 17<br>1%         | 9<br>1%         | 5<br>1%      | 8<br>3%              | 2<br>1%           | 24<br>1%               | 26<br>1%         | 39<br>1%        |
| Don't know                                   | 144<br>2%   | -          | 25<br>4%<br>ACE   | 6<br>7%       | 28<br>2%<br>AC    | 20<br>7%                | 65<br>2%<br>C     | 25<br>2%        | 34<br>2%         | 85<br>2%         | 114<br>3%<br>K  | 30<br>7%         | 40<br>2%<br>N    | 15<br>2%        | 2            | -                    | 18<br>6%<br>LMNOQ | 68<br>2%<br>N          | 55<br>2%         | 88<br>2%        |
| None/no problem with the call                | 299<br>4%   | 19<br>3%   | 24<br>4%          | 43<br>5%<br>E | 51<br>4%          | 34<br>2%                | 129<br>5%<br>E    | 42<br>4%        | 95<br>5%         | 162<br>4%        | 183<br>5%<br>K  | 116<br>3%        | 104<br>5%        | 33<br>3%        | 26<br>4%     | -                    | 11<br>4%<br>O     | 125<br>4%              | 137<br>4%        | 163<br>4%       |
| No Comment                                   | 1086<br>15% | 61<br>7%   | 57<br>9%          | 110<br>13%    | 107<br>9%         | 289<br>21%<br>ABCD<br>F | 461<br>17%<br>BCD | 119<br>10%      | 218<br>11%       | 749<br>18%<br>GH | 665<br>18%<br>K | 421<br>12%       | 275<br>13%       | 121<br>13%      | 96<br>15%    | 48<br>15%            | 44<br>15%         | 502<br>17%<br>LM       | 396<br>13%       | 690<br>16%<br>R |
| NET Positive                                 | 439<br>6%   | 39<br>7%   | 30<br>5%          | 69<br>8%<br>E | 75<br>6%<br>E     | 54<br>4%                | 172<br>6%<br>E    | 69<br>6%        | 144<br>7%        | 226<br>6%        | 242<br>6%       | 196<br>6%        | 144<br>7%        | 46<br>5%        | 40<br>6%     | 15<br>5%             | 16<br>6%          | 177<br>6%              | 190<br>6%        | 248<br>6%       |
| NET Negative                                 | 5754<br>79% | 465<br>82% | 529<br>86%<br>CEF | 701<br>80%    | 983<br>84%<br>CEF | 1018<br>75%             | 2058<br>76%       | 994<br>84%<br>I | 1683<br>82%<br>I | 3076<br>76%      | 2842<br>76%     | 2911<br>82%<br>J | 1719<br>80%<br>Q | 790<br>83%<br>Q | 506<br>79%   | 258<br>80%           | 224<br>79%        | 2257<br>77%            | 2509<br>81%<br>S | 3245<br>78%     |

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f  
Overlap formulae used.  
Prepared by GfK NOP on behalf of Ofcom



**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

|   | Total             | SEG             |                |              |            | Grouped SEG     |            | Region                  |            |               |                  |                   |                          |                     |
|---|-------------------|-----------------|----------------|--------------|------------|-----------------|------------|-------------------------|------------|---------------|------------------|-------------------|--------------------------|---------------------|
|   |                   | AB (T)          | C1 (U)         | C2 (V)       | DE (W)     | ABC1 (X)        | C2DE (Y)   | Scotland /NI/ Wales (Z) | North (a)  | Mid (b)       | South (c)        | Total England (d) | England excl. London (e) | London (f)          |
| Unweighted Base   | <b>7325</b>       | 2062            | 2162           | 1276         | 1819       | 4224            | 3095       | 1568                    | 1783       | 1505          | 2469             | 5757              | 5099                     | 658                 |
| Weighted Base   | <b>7278</b>       | 1968            | 2089           | 1267         | 1949       | 4057            | 3216       | 1644                    | 1627       | 1575          | 2432             | 5634              | 4894                     | 741                 |
| Effective Base  | <b>6004</b>       | 1829            | 1812           | 1049         | 1375       | 3637            | 2409       | 1157                    | 1543       | 1255          | 2116             | 4893              | 4388                     | 532                 |
| Scam call   | <b>257</b><br>4%  | 86<br>4%<br>W   | 78<br>4%       | 43<br>3%     | 50<br>3%   | 164<br>4%       | 93<br>3%   | 43<br>3%                | 57<br>3%   | 58<br>4%      | 99<br>4%         | 214<br>4%<br>e    | 174<br>4%                | 40<br>5%<br>Z       |
| Time wasting  | <b>514</b><br>7%  | 155<br>8%<br>W  | 165<br>8%<br>W | 89<br>7%     | 104<br>5%  | 319<br>8%<br>Y  | 192<br>6%  | 115<br>7%               | 103<br>6%  | 91<br>6%      | 204<br>8%<br>bde | 398<br>7%<br>e    | 315<br>6%                | 83<br>11%<br>Zabcde |
| Silent calls / no reply                                 | <b>696</b><br>10% | 232<br>12%<br>W | 195<br>9%      | 112<br>9%    | 155<br>8%  | 427<br>11%<br>Y | 267<br>8%  | 134<br>8%               | 164<br>10% | 159<br>10%    | 239<br>10%       | 562<br>10%        | 481<br>10%               | 81<br>11%           |
| Unknown caller  | <b>116</b><br>2%  | 37<br>2%        | 37<br>2%       | 14<br>1%     | 27<br>1%   | 74<br>2%        | 41<br>1%   | 16<br>1%                | 32<br>2%   | 25<br>2%      | 42<br>2%         | 100<br>2%<br>e    | 76<br>2%                 | 24<br>3%<br>Zce     |
| Caller withheld number                                  | <b>81</b><br>1%   | 30<br>2%<br>VW  | 37<br>2%<br>VW | 4<br>.       | 9<br>.     | 68<br>2%<br>Y   | 13<br>.    | 8<br>.                  | 16<br>1%   | 17<br>1%      | 40<br>2%<br>Ze   | 73<br>1%<br>e     | 52<br>1%                 | 20<br>3%<br>Zabde   |
| Disturbed unnecessarily / had to stop what I was doing  | <b>956</b><br>13% | 243<br>12%      | 269<br>13%     | 162<br>13%   | 281<br>14% | 512<br>13%      | 443<br>14% | 250<br>15%<br>f         | 209<br>13% | 205<br>13%    | 292<br>12%       | 706<br>13%        | 632<br>13%               | 74<br>10%           |
| Where did they get my number from (name and address)    | <b>84</b><br>1%   | 30<br>2%        | 24<br>1%       | 12<br>1%     | 17<br>1%   | 54<br>1%        | 28<br>1%   | 12<br>1%                | 16<br>1%   | 26<br>2%      | 30<br>1%         | 72<br>1%          | 60<br>1%                 | 12<br>2%            |
| Caller hung up /answered the phone and you hear a click | <b>395</b><br>5%  | 136<br>7%<br>VW | 114<br>5%      | 54<br>4%     | 92<br>5%   | 250<br>6%<br>Y  | 145<br>5%  | 80<br>5%                | 58<br>4%   | 90<br>6%<br>a | 167<br>7%<br>ade | 315<br>6%<br>a    | 270<br>6%<br>a           | 45<br>6%            |
| They should at least say 'Hello'                        | <b>15</b><br>.    | 3<br>.          | 4<br>.         | 8<br>1%<br>W | -<br>.     | 7<br>.          | 8<br>.     | 7<br>.                  | 2<br>.     | 3<br>.        | 3<br>.           | 7<br>.            | 6<br>.                   | 1<br>.              |

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

|   | Total             | SEG             |                 |               |            | Grouped SEG     |            | Region                  |                    |                 |                   |                   |                          |                   |
|---|-------------------|-----------------|-----------------|---------------|------------|-----------------|------------|-------------------------|--------------------|-----------------|-------------------|-------------------|--------------------------|-------------------|
|   |                   | AB (T)          | C1 (U)          | C2 (V)        | DE (W)     | ABC1 (X)        | C2DE (Y)   | Scotland /NI/ Wales (Z) | North (a)          | Mid (b)         | South (c)         | Total England (d) | England excl. London (e) | London (f)        |
| Weighted Base   | <b>7278</b>       | 1968            | 2089            | 1267          | 1949       | 4057            | 3216       | 1644                    | 1627               | 1575            | 2432              | 5634              | 4894                     | 741               |
| Effective Base  | <b>6004</b>       | 1829            | 1812            | 1049          | 1375       | 3637            | 2409       | 1157                    | 1543               | 1255            | 2116              | 4893              | 4388                     | 532               |
| They asked for personal details / financial details         | <b>90</b><br>1%   | 34<br>2%        | 28<br>1%        | 8<br>1%       | 20<br>1%   | 62<br>2%        | 28<br>1%   | 15<br>1%                | 12<br>1%           | 15<br>1%        | 48<br>2%<br>ade   | 75<br>1%<br>ae    | 54<br>1%                 | 21<br>3%<br>Zabde |
| They try to sell you something / sales calls                | <b>184</b><br>3%  | 62<br>3%        | 48<br>2%        | 38<br>3%      | 35<br>2%   | 111<br>3%       | 73<br>2%   | 33<br>2%                | 45<br>3%           | 55<br>3%        | 52<br>2%          | 152<br>3%         | 139<br>3%                | 13<br>2%          |
| Insurance / PPI   | <b>183</b><br>3%  | 56<br>3%        | 54<br>3%        | 26<br>2%      | 46<br>2%   | 110<br>3%       | 72<br>2%   | 30<br>2%                | 45<br>3%           | 36<br>2%        | 72<br>3%          | 153<br>3%         | 125<br>3%                | 29<br>4%          |
| Not in when they called.                                    | <b>26</b><br>*    | 8<br>*          | 10<br>*         | 2<br>*        | 6<br>*     | 18<br>*         | 8<br>*     | 3<br>*                  | 9<br>1%            | 5<br>*          | 9<br>*            | 24<br>*           | 17<br>*                  | 6<br>1%           |
| They do not listen to you when you say "I'm not interested" | <b>308</b><br>4%  | 84<br>4%        | 89<br>4%        | 51<br>4%      | 85<br>4%   | 172<br>4%       | 136<br>4%  | 51<br>3%                | 70<br>4%           | 53<br>3%        | 134<br>6%<br>Zbcd | 257<br>5%         | 227<br>5%<br>b           | 30<br>4%          |
| I didn't ask them to call                                   | <b>287</b><br>4%  | 82<br>4%<br>W   | 116<br>6%<br>W  | 52<br>4%<br>W | 36<br>2%   | 198<br>5%<br>Y  | 87<br>3%   | 38<br>2%                | 76<br>5%<br>Z      | 69<br>4%<br>Z   | 104<br>4%<br>Z    | 249<br>4%<br>Z    | 210<br>4%<br>Z           | 39<br>5%<br>Z     |
| They do not leave a message                                 | <b>25</b><br>*    | 6<br>*          | 11<br>1%        | 7<br>1%       | 1<br>*     | 17<br>*         | 8<br>*     | 4<br>*                  | 6<br>*             | 11<br>1%        | 4<br>*            | 21<br>*           | 21<br>*                  | -<br>*            |
| Subject/product not relevant/of interest to me              | <b>599</b><br>8%  | 192<br>10%      | 156<br>7%       | 104<br>8%     | 145<br>7%  | 347<br>9%       | 249<br>8%  | 113<br>7%               | 171<br>10%<br>Zcdf | 136<br>9%<br>f  | 179<br>7%<br>f    | 486<br>9%<br>cf   | 454<br>9%<br>Zcdf        | 32<br>4%          |
| Could not understand caller/ accent                         | <b>243</b><br>3%  | 81<br>4%<br>W   | 75<br>4%        | 44<br>3%      | 43<br>2%   | 155<br>4%       | 86<br>3%   | 40<br>2%                | 47<br>3%           | 62<br>4%        | 94<br>4%          | 203<br>4%         | 174<br>4%                | 29<br>4%          |
| They keep phoning/have had many of these calls              | <b>934</b><br>13% | 267<br>14%<br>W | 296<br>14%<br>W | 167<br>13%    | 204<br>10% | 564<br>14%<br>Y | 370<br>12% | 136<br>8%               | 239<br>15%<br>Z    | 217<br>14%<br>Z | 342<br>14%<br>Z   | 798<br>14%<br>Ze  | 668<br>14%<br>Z          | 130<br>18%<br>Zc  |



**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

|  | Total             | SEG           |               |                   |            | Grouped SEG |             | Region                           |               |               |                 |                         |                                   |               |
|--|-------------------|---------------|---------------|-------------------|------------|-------------|-------------|----------------------------------|---------------|---------------|-----------------|-------------------------|-----------------------------------|---------------|
|  |                   | AB<br>(T)     | C1<br>(U)     | C2<br>(V)         | DE<br>(W)  | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a)  | Mid<br>(b)    | South<br>(c)    | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Weighted Base  | <b>7278</b>       | 1968          | 2089          | 1267              | 1949       | 4057        | 3216        | 1644                             | 1627          | 1575          | 2432            | 5634                    | 4894                              | 741           |
| Effective Base   | <b>6004</b>       | 1829          | 1812          | 1049              | 1375       | 3637        | 2409        | 1157                             | 1543          | 1255          | 2116            | 4893                    | 4388                              | 532           |
| They weren't pushy/no hard sell/accepted not for an answer                       | <b>90</b><br>1%   | 19<br>1%      | 37<br>2%<br>W | 23<br>2%<br>W     | 12<br>1%   | 56<br>1%    | 34<br>1%    | 17<br>1%                         | 18<br>1%      | 27<br>2%      | 28<br>1%        | 73<br>1%                | 70<br>1%                          | 4<br>*        |
| It was a recorded message  | <b>261</b><br>4%  | 90<br>5%<br>W | 71<br>3%      | 54<br>4%<br>W     | 45<br>2%   | 161<br>4%   | 100<br>3%   | 33<br>2%                         | 63<br>4%<br>Z | 68<br>4%<br>Z | 97<br>4%<br>Z   | 228<br>4%<br>Z          | 202<br>4%<br>Z                    | 26<br>4%      |
| Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.) | <b>200</b><br>3%  | 64<br>3%      | 61<br>3%      | 35<br>3%          | 41<br>2%   | 125<br>3%   | 75<br>2%    | 44<br>3%                         | 58<br>4%<br>c | 48<br>3%      | 50<br>2%        | 156<br>3%<br>c          | 144<br>3%<br>c                    | 12<br>2%      |
| Wrong number/name  | <b>80</b><br>1%   | 29<br>1%      | 19<br>1%      | 17<br>1%          | 16<br>1%   | 48<br>1%    | 32<br>1%    | 14<br>1%                         | 21<br>1%      | 18<br>1%      | 27<br>1%        | 66<br>1%                | 58<br>1%                          | 8<br>1%       |
| Invasion of privacy/intrusive  | <b>45</b><br>1%   | 15<br>1%      | 17<br>1%      | 2<br>*            | 11<br>1%   | 32<br>1%    | 13<br>*     | 9<br>1%                          | 5<br>*        | 9<br>1%       | 22<br>1%        | 36<br>1%                | 31<br>1%                          | 5<br>1%       |
| Upsetting/distressing/frightening  | <b>116</b><br>2%  | 25<br>1%      | 41<br>2%      | 23<br>2%          | 28<br>1%   | 66<br>2%    | 50<br>2%    | 18<br>1%                         | 22<br>1%      | 35<br>2%      | 41<br>2%        | 98<br>2%                | 80<br>2%                          | 18<br>2%      |
| Irritating/frustrating/annoying/nuisance   | <b>844</b><br>12% | 204<br>10%    | 233<br>11%    | 198<br>16%<br>TUV | 207<br>11% | 436<br>11%  | 405<br>13%  | 151<br>9%                        | 196<br>12%    | 168<br>11%    | 329<br>14%<br>Z | 693<br>12%<br>Z         | 602<br>12%<br>Z                   | 91<br>12%     |
| Caller was polite/courteous/pleasant   | <b>88</b><br>1%   | 28<br>1%      | 27<br>1%      | 22<br>2%<br>W     | 11<br>1%   | 55<br>1%    | 33<br>1%    | 14<br>1%                         | 12<br>1%      | 32<br>2%<br>a | 30<br>1%        | 74<br>1%                | 68<br>1%<br>a                     | 7<br>1%       |
| Caller was rude/abusive/swore at me  | <b>89</b><br>1%   | 17<br>1%      | 28<br>1%      | 19<br>1%          | 24<br>1%   | 46<br>1%    | 43<br>1%    | 11<br>1%                         | 16<br>1%      | 28<br>2%      | 34<br>1%        | 78<br>1%                | 69<br>1%                          | 9<br>1%       |
| Why are they calling me?/I don't know why they are calling me                    | <b>72</b><br>1%   | 26<br>1%      | 20<br>1%      | 11<br>1%          | 14<br>1%   | 46<br>1%    | 25<br>1%    | 16<br>1%                         | 11<br>1%      | 18<br>1%      | 28<br>1%        | 56<br>1%                | 48<br>1%                          | 8<br>1%       |





**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

|  | Total            | SEG            |           |               |           | Grouped SEG    |             | Region                           |              |               |               |                         |                                   |                |
|--|------------------|----------------|-----------|---------------|-----------|----------------|-------------|----------------------------------|--------------|---------------|---------------|-------------------------|-----------------------------------|----------------|
|  |                  | AB<br>(T)      | C1<br>(U) | C2<br>(V)     | DE<br>(W) | ABC1<br>(X)    | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b)    | South<br>(c)  | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f)  |
| Weighted Base  | <b>7278</b>      | 1968           | 2089      | 1267          | 1949      | 4057           | 3216        | 1644                             | 1627         | 1575          | 2432          | 5634                    | 4894                              | 741            |
| Effective Base   | <b>6004</b>      | 1829           | 1812      | 1049          | 1375      | 3637           | 2409        | 1157                             | 1543         | 1255          | 2116          | 4893                    | 4388                              | 532            |
| I didn't answer the call / I didn't pick up the phone                                | <b>22</b><br>1%  | 6              | 5         | 7<br>1%       | 4         | 11             | 11          | 4                                | 4            | 6             | 7             | 17                      | 16                                | 1              |
| Phone blocked the call / I blocked the number  | <b>12</b><br>1%  | 1              | 9         | 2             | 1         | 10             | 2           | 1                                | 1            | 8<br>1%       | 2             | 11                      | 11                                | -              |
| Pushy / pressurised  | <b>75</b><br>1%  | 21<br>1%       | 20<br>1%  | 13<br>1%      | 20<br>1%  | 41<br>1%       | 33<br>1%    | 8<br>1%                          | 18<br>1%     | 10<br>1%      | 39<br>2%<br>Z | 66<br>1%                | 58<br>1%                          | 9<br>1%        |
| Surveys / want me to complete a survey   | <b>88</b><br>1%  | 28<br>1%       | 30<br>1%  | 14<br>1%      | 15<br>1%  | 57<br>1%       | 30<br>1%    | 19<br>1%                         | 13<br>1%     | 18<br>1%      | 37<br>2%      | 68<br>1%                | 63<br>1%                          | 5<br>1%        |
| Refused to give their company name / number  | <b>75</b><br>1%  | 29<br>1%       | 21<br>1%  | 14<br>1%      | 12<br>1%  | 49<br>1%       | 25<br>1%    | 10<br>1%                         | 13<br>1%     | 21<br>1%      | 31<br>1%      | 65<br>1%                | 53<br>1%                          | 11<br>2%       |
| Accident / trying to get me to make an insurance claims (when no need / no accident) | <b>116</b><br>2% | 39<br>2%       | 36<br>2%  | 14<br>1%      | 28<br>1%  | 75<br>2%       | 41<br>1%    | 7                                | 21<br>1%     | 32<br>2%<br>Z | 56<br>2%<br>Z | 109<br>2%<br>Ze         | 85<br>2%<br>Z                     | 24<br>3%<br>Za |
| I am registered with telephone preference service / shouldn't be getting these calls | <b>86</b><br>1%  | 36<br>2%<br>W  | 22<br>1%  | 20<br>2%<br>W | 8         | 59<br>1%       | 27<br>1%    | 6                                | 15<br>1%     | 28<br>2%<br>Z | 38<br>2%<br>Z | 80<br>1%<br>Z           | 69<br>1%<br>Z                     | 12<br>2%<br>Z  |
| I had to hang up / I hung up   | <b>163</b><br>2% | 68<br>3%<br>UW | 42<br>2%  | 24<br>2%      | 29<br>1%  | 110<br>3%<br>Y | 53<br>2%    | 29<br>2%                         | 31<br>2%     | 37<br>2%      | 67<br>3%      | 134<br>2%               | 117<br>2%                         | 16<br>2%       |
| Unwanted calls should be stopped / made illegal                                      | <b>25</b><br>1%  | 7              | 8         | 7<br>1%       | 3         | 15             | 10          | 4                                | 5            | 4             | 12            | 21<br>e                 | 14                                | 7<br>1%        |
| Worried we would be charged if selected options offered (e.g. press 9)               | <b>21</b><br>1%  | 12<br>1%       | 3         | 5             | 2         | 15             | 6           | 2                                | 7            | 8<br>1%       | 4             | 19                      | 18                                | 1              |



**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

|  | Total              | SEG         |           |           |            | Grouped SEG |             | Region                           |              |            |              |                         |                                   |               |
|--|--------------------|-------------|-----------|-----------|------------|-------------|-------------|----------------------------------|--------------|------------|--------------|-------------------------|-----------------------------------|---------------|
|  |                    | AB<br>(T)   | C1<br>(U) | C2<br>(V) | DE<br>(W)  | ABC1<br>(X) | C2DE<br>(Y) | Scotland<br>/NI/<br>Wales<br>(Z) | North<br>(a) | Mid<br>(b) | South<br>(c) | Total<br>England<br>(d) | England<br>excl.<br>London<br>(e) | London<br>(f) |
| Weighted Base                                | <b>7278</b>        | 1968        | 2089      | 1267      | 1949       | 4057        | 3216        | 1644                             | 1627         | 1575       | 2432         | 5634                    | 4894                              | 741           |
| Effective Base                               | <b>6004</b>        | 1829        | 1812      | 1049      | 1375       | 3637        | 2409        | 1157                             | 1543         | 1255       | 2116         | 4893                    | 4388                              | 532           |
| Did not have to speak                        | <b>14</b>          | 1           | 13<br>TW  | -         | -          | 14<br>Y     | -           | -                                | -            | 1          | 13<br>ad     | 14                      | 14                                | -             |
| Charity / charity trying to get me to donate | <b>32</b>          | 12<br>W     | 6         | 11<br>W   | 3          | 18          | 14          | 4                                | 11<br>W      | 6          | 10           | 28                      | 26<br>W                           | 2             |
| International number                         | <b>21</b>          | 10<br>W     | 9         | 2         | -          | 19<br>Y     | 2           | 2                                | 4            | 4          | 11           | 19                      | 18                                | 1             |
| Others                                       | <b>65</b><br>1%    | 27<br>U     | 9         | 17<br>U   | 12<br>W    | 36<br>W     | 29<br>W     | 18<br>W                          | 16<br>W      | 13<br>W    | 18<br>W      | 47<br>W                 | 43<br>W                           | 3             |
| Don't know                                   | <b>144</b><br>2%   | 16<br>W     | 39<br>T   | 45<br>TU  | 43<br>T    | 55<br>W     | 89<br>X     | 23<br>W                          | 47<br>Zce    | 46<br>c    | 28<br>W      | 121<br>c                | 101<br>c                          | 19<br>c       |
| None/no problem with the call                | <b>299</b><br>4%   | 53<br>W     | 92<br>T   | 55<br>W   | 100<br>T   | 145<br>W    | 154<br>W    | 86<br>W                          | 66<br>W      | 56<br>W    | 91<br>W      | 213<br>W                | 189<br>W                          | 24<br>W       |
| No Comment                                   | <b>1086</b><br>15% | 212<br>W    | 287<br>T  | 162<br>W  | 425<br>TUW | 499<br>W    | 587<br>X    | 396<br>abcd<br>ef                | 176<br>W     | 213<br>W   | 301<br>W     | 690<br>e                | 566<br>W                          | 124<br>acde   |
| NET Positive                                 | <b>439</b><br>6%   | 94<br>W     | 144<br>T  | 83<br>W   | 118<br>W   | 237<br>W    | 201<br>W    | 112<br>W                         | 92<br>W      | 96<br>W    | 139<br>W     | 326<br>W                | 294<br>W                          | 33<br>W       |
| NET Negative                                 | <b>5754</b><br>79% | 1662<br>UVW | 1658<br>W | 1022<br>W | 1406<br>W  | 3320<br>Y   | 2428<br>W   | 1136<br>W                        | 1359<br>Z    | 1267<br>Z  | 1992<br>Z    | 4618<br>Z               | 4034<br>Z                         | 584<br>Z      |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O/P/Q - R/S - T/U/V/W - X/Y - Z/a/b/c/d/e/f*  
*Overlap formulae used.*  
*Prepared by GfK NOP on behalf of Ofcom*



**Table 58**  
**Q9 Other comments**  
**Base: All Calls**

|  | Total      | Type of call       |                    |                            |                   |                | No. calls before answer |                 |            |
|--|------------|--------------------|--------------------|----------------------------|-------------------|----------------|-------------------------|-----------------|------------|
|  |            | Silent (A)         | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)    | Other (E)      | 1 to 2 (F)              | 3 to 5 (G)      | 6+ (H)     |
| Unweighted Base  | 7325       | 2346               | 261                | 1384                       | 2652              | 594            | 1687                    | 4242            | 1201       |
| Weighted Base  | 7278       | 2298               | 301                | 1416                       | 2576              | 571            | 1625                    | 4205            | 1250       |
| Effective Base   | 6004       | 1954               | 191                | 1113                       | 2206              | 486            | 1431                    | 3463            | 953        |
| Scam call  | 257<br>4%  | 17<br>1%           | 12<br>4%<br>A      | 33<br>2%<br>A              | 148<br>6%<br>AC   | 46<br>8%<br>AC | 58<br>4%                | 164<br>4%       | 32<br>3%   |
| Time wasting   | 514<br>7%  | 237<br>10%<br>BDE  | 13<br>4%           | 124<br>9%<br>DE            | 114<br>4%         | 25<br>4%       | 112<br>7%               | 296<br>7%       | 96<br>8%   |
| Silent calls / no reply                                  | 696<br>10% | 648<br>28%<br>BCDE | 5<br>2%            | 12<br>1%                   | 18<br>1%          | 13<br>2%<br>D  | 169<br>10%              | 379<br>9%       | 141<br>17% |
| Unknown caller   | 116<br>2%  | 55<br>2%<br>D      | 9<br>3%            | 20<br>1%                   | 24<br>1%          | 7<br>1%        | 34<br>2%                | 65<br>2%        | 12<br>1%   |
| Caller withheld number                                   | 81<br>1%   | 33<br>1%           | 2<br>1%            | 11<br>1%                   | 27<br>1%          | 7<br>1%        | 13<br>1%                | 53<br>1%        | 11<br>1%   |
| Disturbed unnecessarily / had to stop what I was doing   | 956<br>13% | 371<br>16%<br>DE   | 44<br>14%          | 216<br>15%<br>DE           | 243<br>9%         | 49<br>9%       | 175<br>11%              | 589<br>14%<br>F | 171<br>14% |
| Where did they get my number from (name and address)     | 84<br>1%   | 10<br>.            | 2<br>1%            | 17<br>1%                   | 48<br>2%<br>A     | 8<br>1%        | 20<br>1%                | 54<br>1%        | 10<br>1%   |
| Caller hung up / answered the phone and you hear a click | 395<br>5%  | 158<br>7%<br>BC    | 2<br>1%            | 20<br>1%                   | 165<br>6%<br>BC   | 47<br>8%<br>BC | 110<br>7%<br>H          | 231<br>5%       | 49<br>4%   |
| They should at least say 'Hello'                         | 15<br>.    | 13<br>1%<br>D      | -                  | -                          | 1<br>.            | 1<br>.         | 3<br>.                  | 8<br>.          | 4<br>.     |
| They asked for personal details / financial details      | 90<br>1%   | 1<br>.             | -                  | 2<br>.                     | 72<br>3%<br>AC    | 15<br>3%<br>AC | 18<br>1%                | 61<br>1%        | 10<br>1%   |
| They try to sell you something / sales calls             | 184<br>3%  | 9<br>.             | 4<br>1%            | 16<br>1%                   | 147<br>6%<br>ABCE | 9<br>2%<br>A   | 32<br>2%                | 121<br>3%       | 27<br>2%   |
| Insurance / PPI  | 183<br>3%  | 1<br>.             | 21<br>7%<br>ADE    | 95<br>7%<br>ADE            | 59<br>2%<br>A     | 3<br>.         | 45<br>3%                | 100<br>2%       | 31<br>2%   |
| Not in when they called.                                 | 26<br>.    | 4<br>.             | 1<br>.             | 6<br>.                     | 4<br>.            | 6<br>1%<br>AD  | 4<br>.                  | 4<br>.          | 2<br>.     |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
*Prepared by GfK NOP on behalf of Ofcom*



**Table 58**  
**Q9 Other comments**  
**Base: All Calls**

|  | Total      | Type of call  |                    |                            |                  |                  | No. calls before answer |                |            |
|--|------------|---------------|--------------------|----------------------------|------------------|------------------|-------------------------|----------------|------------|
|  |            | Silent (A)    | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)   | Other (E)        | 1 to 2 (F)              | 3 to 5 (G)     | 6+ (H)     |
| Weighted Base  | 7278       | 2298          | 301                | 1416                       | 2576             | 571              | 1625                    | 4205           | 1250       |
| Effective Base   | 6004       | 1954          | 191                | 1113                       | 2206             | 486              | 1431                    | 3463           | 953        |
| They do not listen to you when you say 'I'm not interested'                      | 308<br>4%  | 2             | 3<br>1%            | 44<br>3%<br>A              | 208<br>8%<br>ABC | 50<br>9%<br>ABC  | 71<br>4%                | 194<br>5%      | 40<br>3%   |
| I didn't ask them to call  | 287<br>4%  | 41<br>2%      | 6<br>2%            | 82<br>6%<br>A              | 138<br>5%<br>A   | 19<br>3%         | 64<br>4%                | 172<br>4%      | 36<br>3%   |
| They do not leave a message  | 25         | 11<br>D       | 4<br>1%<br>D       | 4                          | 1                | 5<br>1%<br>D     | 1                       | 17             | 3          |
| Subject/product not relevant/of interest to me                                   | 599<br>8%  | 12<br>1%      | 25<br>8%<br>A      | 164<br>12%<br>AE           | 358<br>14%<br>AE | 36<br>6%<br>A    | 142<br>9%<br>H          | 372<br>9%<br>H | 71<br>6%   |
| Could not understand caller/ accent  | 243<br>3%  | 1             | 5<br>2%<br>A       | 9<br>7%<br>A               | 184<br>7%<br>ABC | 39<br>7%<br>ABC  | 52<br>3%                | 156<br>4%      | 35<br>3%   |
| They keep phoning/have had many of these calls                                   | 934<br>13% | 199<br>9%     | 46<br>15%<br>A     | 256<br>18%<br>AD           | 309<br>12%<br>A  | 118<br>21%<br>AD | 228<br>14%              | 520<br>12%     | 156<br>13% |
| They weren't pushy/no hard sell/accepted not for an answer                       | 90<br>1%   | 1             | -                  | 4                          | 78<br>3%<br>AC   | 7<br>1%<br>A     | 24<br>1%                | 57<br>1%       | 9<br>1%    |
| It was a recorded message  | 261<br>4%  | 14<br>1%      | 33<br>11%<br>ADE   | 185<br>13%<br>ADE          | 9                | 17<br>3%<br>AD   | 59<br>4%                | 137<br>3%      | 44<br>3%   |
| Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.) | 200<br>3%  | 67<br>3%      | 16<br>5%<br>D      | 39<br>3%                   | 57<br>2%         | 19<br>3%         | 36<br>2%                | 121<br>3%      | 39<br>3%   |
| Wrong number/name  | 80<br>1%   | 3             | 7<br>2%<br>AC      | 3                          | 56<br>2%<br>AC   | 10<br>2%<br>AC   | 23<br>1%                | 47<br>1%       | 10<br>1%   |
| Invasion of privacy/ intrusive   | 45<br>1%   | 3             | 3<br>1%<br>A       | 7<br>1%                    | 26<br>1%<br>A    | 6<br>1%<br>A     | 10<br>1%                | 28<br>1%       | 5          |
| Upsetting/distressing/ frightening   | 116<br>2%  | 57<br>2%<br>C | 2<br>1%            | 6                          | 37<br>1%<br>C    | 10<br>2%<br>C    | 36<br>2%<br>H           | 67<br>2%       | 10<br>1%   |

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E - F/G/H*  
*Overlap formulae used.*  
*Prepared by GfK NOP on behalf of Ofcom*



**Table 58**  
**Q9 Other comments**  
**Base: All Calls**

|   | Total      | Type of call    |                    |                            |                 |                  | No. calls before answer |            |            |
|---|------------|-----------------|--------------------|----------------------------|-----------------|------------------|-------------------------|------------|------------|
|   |            | Silent (A)      | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)  | Other (E)        | 1 to 2 (F)              | 3 to 5 (G) | 6+ (H)     |
| Weighted Base   | 7278       | 2298            | 301                | 1416                       | 2576            | 571              | 1625                    | 4205       | 1250       |
| Effective Base  | 6004       | 1954            | 191                | 1113                       | 2206            | 486              | 1431                    | 3463       | 953        |
| Irritating/frustrating/<br>annoying/nuisance  | 844<br>12% | 346<br>15%<br>D | 29<br>10%          | 174<br>12%<br>D            | 217<br>8%       | 68<br>12%        | 169<br>10%              | 491<br>12% | 164<br>13% |
| Caller was polite/courteous/<br>pleasant  | 88<br>1%   | -               | -                  | 1<br>*                     | 77<br>3%<br>AC  | 10<br>2%<br>AC   | 25<br>2%                | 54<br>1%   | 9<br>1%    |
| Caller was rude/abusive/<br>swore at me   | 89<br>1%   | 6<br>*          | -                  | 9<br>1%                    | 54<br>2%<br>AC  | 18<br>3%<br>ABC  | 29<br>2%<br>H           | 53<br>1%   | 7<br>1%    |
| Why are they calling me?/I<br>don't know why they are<br>calling me                           | 72<br>1%   | 30<br>1%        | 6<br>2%            | 7<br>*                     | 23<br>1%        | 6<br>1%          | 15<br>1%                | 39<br>1%   | 11<br>1%   |
| I didn't answer the call / I<br>didn't pick up the phone                                      | 22<br>*    | 11<br>*         | 1<br>*             | 6<br>*                     | 3<br>*          | 1<br>*           | 4<br>*                  | 7<br>*     | 8<br>1%    |
| Phone blocked the call / I<br>blocked the number  | 12<br>*    | 3<br>*          | 1<br>*             | -                          | 5<br>*          | 3<br>1%<br>G     | 8<br>1%                 | 3<br>*     | -          |
| Pushy / pressurised   | 75<br>1%   | 1<br>*          | -                  | 2<br>*                     | 60<br>2%<br>AC  | 12<br>2%<br>AC   | 22<br>1%                | 48<br>1%   | 5<br>*     |
| Surveys / want me to<br>complete a survey   | 88<br>1%   | 1<br>*          | 2<br>1%<br>A       | 2<br>*                     | 33<br>1%<br>AC  | 50<br>9%<br>ABCD | 19<br>1%                | 54<br>1%   | 15<br>1%   |
| Refused to give their<br>company name / number  | 75<br>1%   | 2<br>*          | -                  | 6<br>*                     | 58<br>2%<br>AC  | 10<br>2%<br>AC   | 31<br>2%<br>GH          | 36<br>1%   | 8<br>1%    |
| Accident / trying to get me<br>to make an insurance claims<br>(when no need / no accident)    | 116<br>2%  | *<br>*          | 5<br>2%<br>A       | 22<br>2%<br>A              | 84<br>3%<br>ACE | 4<br>1%<br>A     | 29<br>2%                | 70<br>2%   | 12<br>1%   |
| I am registered with<br>telephone preference service<br>/ shouldn't be getting these<br>calls | 86<br>1%   | 7<br>*          | 2<br>1%            | 28<br>2%<br>A              | 37<br>1%<br>A   | 11<br>2%<br>A    | 23<br>1%                | 44<br>1%   | 15<br>1%   |
| I had to hang up / I hung up  | 163<br>2%  | 7<br>*          | 5<br>2%            | 36<br>3%<br>A              | 97<br>4%<br>A   | 15<br>3%<br>A    | 45<br>3%                | 98<br>2%   | 18<br>1%   |

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*Overlap formulae used.*  
*Prepared by GfK NOP on behalf of Ofcom*



**Table 58**  
**Q9 Other comments**  
**Base: All Calls**

|  | Total       | Type of call      |                    |                            |                   |                   | No. calls before answer |                  |                  |
|--|-------------|-------------------|--------------------|----------------------------|-------------------|-------------------|-------------------------|------------------|------------------|
|  |             | Silent (A)        | Abandoned Call (B) | Recorded sales message (C) | Live sales (D)    | Other (E)         | 1 to 2 (F)              | 3 to 5 (G)       | 6+ (H)           |
| Weighted Base  | 7278        | 2298              | 301                | 1416                       | 2576              | 571               | 1625                    | 4205             | 1250             |
| Effective Base   | 6004        | 1954              | 191                | 1113                       | 2206              | 486               | 1431                    | 3463             | 953              |
| Unwanted calls should be stopped / made illegal                        | 25          | 6                 | 1                  | 11<br>1%                   | 7                 | -                 | 11<br>1%                | 10               | 3                |
| Worried we would be charged if selected options offered (e.g. press 9) | 21          | -                 | 5<br>2%<br>AD      | 12<br>7%<br>AD             | 3                 | *                 | 6                       | 12               | 2                |
| Did not have to speak  | 14          | -                 | 1                  | 11<br>7%<br>AD             | 1                 | -                 | -                       | 8                | 4                |
| Charity / charity trying to get me to donate                           | 32          | -                 | 1                  | 2                          | 23<br>7%<br>AC    | 6<br>1%<br>A      | 10<br>1%                | 21<br>1%         | -                |
| International number   | 21          | 7                 | -                  | -                          | 8                 | 4<br>1%<br>C      | 5                       | 10               | 4                |
| Others   | 65<br>1%    | 12<br>1%          | 3<br>1%            | 10<br>1%                   | 30<br>1%          | 6<br>1%           | 14<br>1%                | 40<br>1%         | 9<br>1%          |
| Don't know   | 144<br>2%   | 63<br>3%<br>D     | 3<br>1%            | 34<br>2%                   | 32<br>1%          | 8<br>1%           | 18<br>1%                | 71<br>2%         | 52<br>4%<br>FG   |
| None/no problem with the call  | 299<br>4%   | 45<br>2%          | 17<br>6%<br>A      | 47<br>3%                   | 171<br>7%<br>ACE  | 19<br>3%          | 90<br>6%<br>H           | 168<br>4%        | 40<br>3%         |
| No Comment   | 1086<br>15% | 519<br>23%<br>CDE | 65<br>21%<br>CDE   | 195<br>14%<br>DE           | 234<br>9%         | 43<br>8%          | 226<br>14%              | 571<br>14%       | 243<br>19%<br>FG |
| NET Positive   | 439<br>6%   | 46<br>2%          | 17<br>6%<br>A      | 51<br>4%<br>A              | 289<br>11%<br>ACE | 36<br>6%<br>A     | 131<br>8%<br>GH         | 249<br>6%        | 57<br>5%         |
| NET Negative   | 5754<br>79% | 1734<br>75%       | 220<br>73%         | 1170<br>83%<br>AB          | 2052<br>80%<br>A  | 493<br>86%<br>ABD | 1269<br>78%             | 3385<br>80%<br>H | 951<br>76%       |

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